POLIMODA

Regulations of the selection process and awarding of scholarship for attendance of the Polimoda Associate Course in **Digital Marketing &Communications**- Academic Years 2020/2021 - 2021/2022

The Association Ente per le Arti applicate alla Moda e al Costume (hereinafter referred to as Polimoda), with registered office in Florence, Via Curtatone, 1, for the purpose of favouring the initiation of new studies and ideas that serve as inspiration for creative, artistic and economic development in the interests of society as a whole, has decided to offer 35 scholarships to the value of € 14.000,00 each for the attendance of the Polimoda Associate Course in Digital Marketing & Communications (hereinafter the Polimoda Associate Course).

Each scholarship will cover 50% of the tuition fee for each year of the course (€ 7.000,00 for the first year and € 7.000,00 for the second year).

The remaining 50% of the tuition fee will be paid by the candidate to Polimoda (€ 7,000.00 for the first year and € 7,000.00 for the second year).

The part of the tuition fee of the Polimoda Associate Course not covered by the scholarship is to be paid to Polimoda by the selected candidate by and no later than August 28th 2020 for the first year of the course, and by and no later than July 31st 2021 for the second year of the course.

Should the selected candidate fail to pay Polimoda € 7.000,00 by and no later than August 28th 2020, the selected candidate will not be able to benefit from the scholarship and it will be awarded on the basis of the ranking working down the list, as indicated in the present Regulation.

The Polimoda Associate Course, which will be held in English, will have the duration of 2 (two) years and will start on September 28th 2020.

Please note that the scholarship does not cover housing and living expenses or any other extras.

In the case of non-assignment of all the aforementioned scholarships, Polimoda reserves the right to redistribute unassigned scholarships among other Polimoda Courses.

General Admission Requirements

In order to apply for the scholarship, applicants must meet the following requirements. They must:

- have at least B2* level English;
- be aged between 17 and 25.

Students who are already enrolled in a Polimoda Master Course, Undergraduate Course, Associate Course or Seasonal Course cannot participate in the selection process.

It is only possible **to apply for one scholarship** among those made available by Polimoda.

It is not possible to apply simultaneously for this scholarship, for one of those made available for Associate Courses for residents in the region of Tuscany, for one of those made available for Undergraduate Courses for European citizens and/or for one of those provided for Master Courses.

* of the common European framework of reference for the knowledge of languages

Selection process

In order to apply for the scholarship, candidates must complete the following steps:

- **Application Form submission** via the Course page on Polimoda's website;
- **Motivation letter** (1-page max) and **Certificate (or self-certification) of English level (B2 required)** must be sent via e-mail to scholarship@polimoda.com (specifying name and surname in the e-mail subject).

Evaluation

The selection for the assignment of the scholarship will be carried out at the sole discretion of an admission committee composed of the Head of Education and two Course Leading Teachers (hereinafter “the admission committee”).

The admission committee will draw up a ranking of the top candidates, taking into account their effective merits, *curriculum vitae* and motivation letter.

The scholarship will be awarded to the candidate listed at the top of the ranking. In case of equal merit amongst the candidates, precedence will be given to the candidate who first submitted the application form.

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Deadline and notifications

In order to participate in the selection process, candidates are required to apply for the scholarship no later than July 24th 2020**.**
The result of the selection process will be announced no later than July 30th 2020.

The selected candidate will have to give written confirmation to Polimoda of his/her intention to attend the Polimoda Associate Course and accept the scholarship no later than August 6th 2020. Should the candidate listed at the top of the ranking forgo, or be unable to benefit from the scholarship for any reason, the scholarship will be awarded on the basis of the ranking working down the list.

Before the commencement of the Polimoda Associate Course, the selected candidate must sign the course enrolment contract and the Polimoda Student Regulations relative to the programme for which the scholarship is assigned (please refer to the website www.polimoda.com).

The aforementioned documents will be applicable to all the phases of the training programme and on the signature of these documents, the candidate is undertaking to fully comply with the relative provisions of the same.

The scholarship awarded to the selected candidate for attendance in the Polimoda Associate Course in Digital Marketing & Communications will be subject to said course being held. The course in question will be held subject to the minimum number (as established by Polimoda's Management) of enrolments being reached and therefore making the course viable to run. Confirmation will be given to the selected candidate at least 15 (fifteen) days before the start of the course as to whether the minimum number of enrolments necessary to activate the course has been reached, and consequently the definite assignment of the scholarship. Should the minimum number of enrolments for the Polimoda Associate Course fail to be reached, the scholarship may be used by the selected candidate to cover the fee of another undergraduate course organised by Polimoda in the same intake September 2020 The most appropriate course will be identified by the Head of Education together with the selected candidate, taking into account the aptitude, personal predisposition and *curriculum vitae* of the latter.

For further information candidates can visit the website www.polimoda.com or contact orientation@polimoda.com.

Pursuant to Article 6 of Italian Presidential Decree 430 of 26.10.2001, this selection is not considered a prize competition or operation: as a result, it does not require ministerial authorisation.

Polimoda
Via Curtatone, 1 – 50123 Firenze, Italy
Tel. +39 055 275061 Fax +39 055 2750720
VAT 03758580488 Fiscal Code 94015750485
www.polimoda.com