

Charles Sturt Foundation Scholarships – helping students reach their goals



OMD Digital Scholarship – 2011

ELIGIBILITY:	Third Year Bachelor of Arts (Communication – Advertising) Fourth year Bachelor of Arts (Communication – Advertising)/Bachelor of Business (Marketing) (double degree)
CAMPUS:	Bathurst
VALUE:	\$2,000
TENURE:	One Year
CONDITIONS:	Student to undertake a final year internship with OMD Digital for a minimum of 4 weeks (the date and duration to be confirmed with scholar). Applicants must indicate a specific and demonstrable interest in the digital media area. The scholarship is to be used to assist with costs associated with the internship (eg travel, accommodation, clothing etc).
ESSAY:	Write a 250 essay on the following: Describe the most interesting online communication/campaign you have seen recently, and outline how and why this communicates effectively to the target audience (and who the audience actually is)? And, in 150 words, answer this question about your professional interest: What interests you most about a career in the media industry, and why do you think you would be well suited to work in the area of digital and online?

HOW TO APPLY: Applicants should complete the Charles Sturt Foundation Scholarship Application Form and include copies of relevant supporting documents.

NOTE: Only one on-line Scholarship Application Form should be completed. During submission of your on-line application you should select all the scholarships that you wish to apply for and for which you meet the selection criteria.

THIS INTERNSHIP MAY LEAD TO FULL-TIME EMPLOYMENT WITH OMD WHEN THE SCHOLARSHIP RECIPIENT HAS COMPLETED THEIR STUDIES. THIS IS EFFECTIVELY A 4-WEEK INTERVIEW.

*For any enquiries please contact:
University Advancement Unit
02 6338 4834
scholarships@csu.edu.au*

**APPLICATIONS CLOSE:
CONTINUING STUDENTS, 6TH FEBRUARY 2011**