

### Fulgoni Scholarship Application Form

Mr Fulgoni is the former Executive Chairman and Co-founder of comScore Inc. (NASDAQ:SCOR), the global leader in measuring the digital world. He holds a MA in Marketing from Lancaster University, and as his alma mater, Mr Fulgoni, generously supports high performing students, via the Fulgoni Scholarship.

**Value per annum:** £5,000 scholarship

**Duration:** 1 year only

**Programme:** MSc Advanced Marketing Management

**Requirements:** The award is for applicants who hold an offer of a place on the programme, with at least a 2:1 Hons degree (UK or equivalent) and have been awarded a Lancaster scholarship (Lancaster scholarship awards are confirmed by email when you receive your offer).

**Conditions:** The scholarship is awarded as tuition fee waiver and is deducted from your fees when you register at the university.  
The scholarship cannot be deferred to a subsequent year of study.

A condition of receiving this scholarship is that you **must** choose **MKTG411 (Digital Marketing)** as one of your elective modules.

The Scholarship Committee will meet to consider all Fulgoni scholarship applications and we will notify you of the outcome.

**How to Apply:** Applications should be sent to: [j.jacklin@lancaster.ac.uk](mailto:j.jacklin@lancaster.ac.uk), consist of no more than one side of A4 paper and be received by **31 July**.

**Award notification:** 14 August (latest)

Please complete the following details:

<b>Family name:</b>	
<b>First name:</b>	
<b>Country of residence:</b>	
<b>Application reference number:</b>	
<b>Status of your application:</b>	Conditional offer/ Unconditional offer
<b>Email address:</b>	

**Please complete the personal statement section.** In your statement, you should explain your motivation for applying for the scholarship, and also mention the personal qualities that you think make you an outstanding applicant for the scholarship (in approximately 300 words).

**Personal statement:**