

The John Thompson Marketing & Media Scholarships 2009

Dublin City University and the family and friends of the late John Thompson have announced the John Thompson Marketing & Media Scholarships for 2009. Scholarships are available to support Masters students of journalism and of marketing, and to help prepare them for the changing world of publishing. The scholarship programme was established in 2008 to honour the memory of the late John Thompson, former Chief Executive of Associated Newspapers Ireland (Daily Irish Mail and Mail on Sunday) and Managing Director, The Star.

The first scholarships were awarded to students who are currently taking the Masters in Journalism and the Masters in Marketing at DCU (see report at <http://www.dcu.ie/news/2008/nov/s1108o.shtml>).

The scholarships aim to encourage connections between journalism and marketing by encouraging media and communications graduates to study marketing and business graduates to study Journalism. The idea for this approach reflects a deeply held belief of John Thompson's that the two disciplines are critical and reinforce each other.

The scholarships will cover fees and some expenses for two students each year to undertake Masters programmes at Dublin City University. One, a graduate of Journalism, Media or Communications, will undertake the MBS in Marketing at DCU Business School. The second scholarship will be awarded to a graduate of Business studies to undertake the MA in Journalism at DCU School of Communications.

Applications for these Scholarships are open to graduates – including those expecting to graduate in summer 2009 – of all recognised higher education institutions in Ireland.

In both cases, the selected applicants will need to meet the academic and other requirements of entry to the respective Masters programmes in order to qualify for the scholarship. They will need to demonstrate their interest and ability to combine skills and understanding in business, especially marketing, and in media.

The scholarship recipients will be selected on the basis of a written application and interview by a panel comprising representatives from the bursary funders, DCU School of Communications, DCU Business School, plus an independent person from media marketing or business journalism.

The minimum academic qualification for candidates is an upper-second-class (2.1) honours undergraduate degree in a relevant discipline.

The bursaries will cover full fees for the respective Masters programmes and some additional expenses for purchases of books and other materials.

Completed applications should be returned to mary.nulty@dcu.ie, or Mary Nulty, School of Communications, Dublin City University, Dublin 9, by 4pm, Tuesday, 31 March 2009. The applications should include: 1. a curriculum vitae; and 2. a statement of motivation and suitability for the scholarship (max. 500 words).