

Before you begin, save a copy of this form on your computer to ensure your data is saved.

Leadership in Marketing

Purpose

To recognize an outstanding Company Program Marketing member who has demonstrated leadership, professionalism, commitment to the company, and gone above and beyond in their role in Marketing.

Minimum Criteria to Apply

- Has been nominated by their advising team. The advising team for each company can nominate one member of their team for this award.

How to Apply

- Complete the application form below. This is a fillable form. **For this form to work properly, you need to download the form and save it to your desktop first, then edit the form and save it again.** Please type your responses using a computer, do not print and handwrite your submission. You will electronically sign this form at the bottom.

- After completing the student sections of the form, have one of your advisors fill out the advisor section on the same form. They will read your answers to ensure they are complete and accurate and then will sign off on your application.

- **Application Tip:** Make sure you start writing your application well in advance of the deadline to account for editing, reviewing, advisor responses and any unforeseen circumstances. Try not to submit your answers last minute!

- ***NEW* VIDEO REQUIREMENT** - In place of Student Interview Night this year, we are adding a video requirement to the JA Company Program Award Nomination Submissions. All students must submit a video along with their written submission when submitting online.

- The video requirements are as follows:
 - Video should be no longer than 2 minutes in length outlining why you deserve to win the award you are applying for
 - In your video, please ensure that you back your answer up with concrete examples
 - No PPTs or digital visuals are allowed, but products are allowed in the video.
 - Presentation skills & delivery will be judged, but not the overall video production quality. We are not looking for a professionally shot video – however, it is very important that the audio be heard clearly for judges to understand your message
 - A video can be filmed on any device – smart phone, laptop, webcam, etc.
 - Do not include footage of anyone who hasn't given consent to appear in the film or use copyrighted music/images

- After your advisor has signed off on your form, submit in **PDF** format (save file as Award Name - Student Name i.e President of the Year - Lesley Tulipano) along with your video at: <https://www.surveymonkey.com/r/CPAwards2020> no later than **Friday, May 1st, 2020 by 11:59 p.m.** An application without all required sections completed will not be considered. **No email applications will be accepted.**

- Next Steps

- Student applications will be reviewed by external judges. The award winners will be selected on the basis of their combined written responses and video scores. Winners will be announced online (email and social media) at the beginning of June.

Leadership in Marketing - Application Form

This is a fillable form. Please type your responses using a computer, do not print and handwrite your submission. **These questions are for short answers only; don't use more space than provided in the form.**

Student's Name:

JA Company:

Student Responses

In one or two paragraphs, answer the following questions. Please type your responses. Ensure you are providing concrete examples when answering questions.

How did you apply creative thinking to develop a marketing strategy that enabled the company to succeed?
(1500 characters max with spaces)

How did you collaborate with other departments to ensure brand consistency? (1500 characters max with spaces)

How did you ensure your business strategy and product were aligned with customer needs? (1500 characters max with spaces)

What is the most important thing you have learned as a Marketing member of your team? (1500 characters max with spaces)

Advisor Response

Why do you feel that the nominated student should be awarded the Leadership in Marketing award? (1500 characters max with spaces)

Agreement

I have read and understand the application requirements of the Leadership in Marketing award. I agree to comply with these requirements and with any further requirements established by JA Central Ontario.

To the best of my knowledge, all information contained in my application form is complete and accurate. If selected as an award finalist, I agree to the use of my name and photograph for promotional purposes.

Date:

Student Signature:

Advisor Signature: