



Master International Marketing Management Scholarship application instructions – International students a.y. 2026-2027

Are you an international student aspiring to pursue a Master in International Marketing Management in Italy?
We are excited to offer **two scholarships worth €3,000 each** to outstanding international students.

How to Apply

To be considered for one of these scholarships, you must:

- [Apply](#) to the Master programme.
- Include in your motivation letter the reasons for your scholarship request (e.g., why you are applying and why you should be selected over others).
- Indicate your interest in the scholarship by selecting the “Scholarship” section in the application form.

Eligibility Criteria

To qualify for the scholarship, applicants must meet the following requirements:

1. *Undergraduate (Bachelor) Degree:*
Hold a bachelor degree or be enrolled in the final year of an undergraduate program.
2. *English Proficiency:*
Demonstrate **B2-level proficiency** through self-certification or a recognized certificate (e.g., IELTS, TOEFL iBT, PTE). Exemptions apply to native English speakers or those who completed university studies in English-speaking countries (e.g., Australia, Canada except Québec, Ireland, Malta, New Zealand, South Africa, UK, USA). Proficiency will also be assessed during the interview.
3. *Academic Record:*
Provide your academic transcript or GPA:
 - For graduates, the cumulative GPA will be considered.
 - For final-year students, the GPA at the time of application will be reviewed.Grades in **courses relevant to the Master programme** (e.g., Marketing, Psychology, Accounting, Business Strategy, Planning) **will be prioritized**.
4. *Academic background*
Preference is given to candidates with **degrees closely aligned to the Master programme**. Applicants with unrelated degrees (e.g., Philosophy) will still be considered but may rank lower.
5. *Age*
Younger candidates will be prioritized.



Application Deadlines

There are two application rounds:

- **First round deadline:** February 25, 2026
- **Second round deadline:** March 25, 2026

Interviews will begin in January 2026. Candidates can only apply for the scholarship once. If not selected in the first round, they will not be reconsidered in the second round.

Scholarship Outcome

Results will be communicated alongside the admission offer to the Master programme. The scholarship amount will be deducted from the final tuition instalment.

For assistance or inquiries

Contact us at alessandra.tzannis@unicatt.it.