

All prospective Chinese students need:

- **Either a good first degree at least 2:1 or equivalent from a '211' or '985' University or a good Masters degree at least a merit or equivalent from a '211' or '985' University.**
- **Show strong evidence from the transcripts of being capable of conducting highly quantitative research projects with the demonstration of computer programming capability.**
- **IELTS 7.0 or TOFEL equivalent.**

Please send your CV, transcripts, and research proposal, outlining your research questions, motivations, methods, and possible data sources to the Director of Digital, Interactive & Data Driven Marketing (DIDM), Professor Teck Eng: T.Y.Eng@soton.ac.uk

All Chinese students applying the PhD Programme at the Centre of Excellence for Digital, Interactive & Data Driven Marketing (DIDM) at the University of Southampton's Business School are eligible to apply for a Scholarship from the China Scholarship Council.

The **deadline** for application is **Friday 13th February 2015**. For any query, please contact Professor Teck Eng (T.Y.Eng@soton.ac.uk) for any query you might have regarding pursuing a Marketing PhD opportunity in a world-leading university with the scholarship support.

The details of China Scholarship Council Scholarships have now been announced as follows:

Chinese Scholarship Council funding:

The annual Chinese Scholarship Council (CSC) scholarship scheme run by the Chinese Government supports up to 6,000 Chinese students who study abroad on PhD degree programmes (up to 48 months) or integrated PhD programmes (Master + PhD) at institutions worldwide.

The CSC scholarship covers a stipend for living costs and return flights. Tuition fees are fully funded by the host institution (Southampton Business School). All applicants apply online between 20th March and 4th April 2015. CSC scholarships are normally awarded in May.

University joint-funded Faculty/International Office CSC Scholarships:

A limited number of full scholarships are available each year which are jointly funded by the International Office (IO) and participating Faculties (50% IO; 50% Faculty). These scholarships are available for 3 years of study for PhD or integrated PhD applicants from China though for 4 year PhD programmes, CSC funding is available for up to 4 years, but the joint tuition fee waiver is only applicable for 3 years of study. Please bearing in mind that this scholarship only covers tuition fees and the applicants need to apply to the CSC for maintenance.

The following criteria will be considered when selecting the final award holders:

- Academic achievement of 85% or above/1st Class/Distinction at Bachelors and/or Masters level.
- Applicants who have satisfied the English language requirements at the time of application.
- The ranking or strategic importance of the institutions where Bachelor or Masters degrees were taken.
- Applicants who have already received an offer.

Nominated applicants should apply online for the PhD programme at the Centre of Excellence for Digital, Interactive & Data Driven Marketing (DIDM) at the University of Southampton's Business School and indicate that they are applying for a University joint-funded Faculty/International Office CSC Scholarships in the 'Funding' section of the application form.