

THE FIRMENICH SCHOLARSHIP

As a leading player on the global market of perfume-flavour creation, Firmenich is happy to contribute to first class academic initiatives. Managing a luxury brand also requires a good knowledge of up-stream activities like design, communication, manufacturing... and why not perfume creation! Firmenich will thus award a scholarship to a dynamic, highly motivated applicant with international profile.

Requirements and eligibility criteria:

In order to be considered for the Firmenich Scholarship, candidates must:

- Demonstrate financial need. Candidates from countries offering government educational loans and grants and/or special student loans (US and EU Citizens for example) should prove that they are either partially or fully unable to tap into these resources to meet their financial needs.
- Submit an essay. This essay should be 500-600 words in length, typed, addressed to the Firmenich Scholarship Committee, and sent to the email address below, along with the completed MBA application form before the MBA application deadline. In this essay, the candidate should provide an example of a luxury brand (product, advertising or concept) that in his/her opinion really stood out in its market, explaining why and suggesting ideas to improve it and increase its impact even further.

The Firmenich scholarship recipient will be selected according to the following criteria:

- Motivation and dynamism
- Quality of professional project post MBA
- International and multicultural profile
- Exposure and/as motivation for the perfume industry

Deadline: Thursday, 21 June 2018

Please send to: global-mba@essec.edu

Please use for the subject line: Firmenich Scholarship: Your Full Name