



# UTS Prize Conditions of Award

## Marketing Discipline Group Prize for Academic Excellence in Marketing Management

### UTS BUSINESS SCHOOL

This document sets out the conditions of award for the below Prize and the obligations of the Recipient and UTS in regards to this Prize. The administrative processes to support awarding this Prize will be managed, and may be amended, in accordance with UTS Rules, Policy and Procedures.

#### **1. PRIZE NAME: Marketing Discipline Group Prize for Academic Excellence in Marketing Management**

#### **2. PURPOSE**

The Prize is an agreement between Marketing Discipline Group and UTS to encourage academic excellence in the subject 24734 *Marketing Management* for students enrolled in a Marketing Discipline Group postgraduate course.

#### **3. VALUE AND BENEFIT**

##### **3.1 Number of Recipients:**

One (1) Recipient will be awarded the Prize at the end of each academic year that subject *Marketing Management* is offered.

##### **3.2 Benefit/s to Recipient:**

The value of the prize to the Recipient is \$1,000. The Recipient will also receive a UTS Certificate of Award.

##### **3.3 Payment of benefit/s:**

- The Recipient will receive one payment of \$1,000 by cheque to be given at the UTS Business School prize giving event between 2017 – 2022 award ceremonies.
- The Certificate of Award will be presented to the Recipient at the UTS Business School prize giving event.

#### **4. ELIGIBILITY CRITERIA**

The Recipient must:

- have been enrolled as a full time or part time student in a Marketing Discipline Group postgraduate course in the year for which the award is made;
- receive a result in the subject 24734 Marketing Management in the year for which the award is made; and
- the result received must be a minimum of 70C.

#### **5. RECIPIENT SELECTION CRITERIA**

- The recipient will be selected based on having obtained the highest overall academic achievement satisfying the above eligibility criteria in clause 4, and
- The highest aggregate mark awarded in the subject 24734 Marketing Management.
- In the event two or more eligible students have the same highest aggregate mark, the following will be considered:
  - The highest overall WAM for the year.
  - The highest aggregate mark in the core subjects 24710 Buyer Behaviour, 24720 Applied Marketing Research and 24730 Marketing Strategy.

**6. SELECTION**

The Recipient will be nominated by the UTS Business School Faculty Board as per Clause 5, and approved by the Dean.

**7. OTHER CONDITIONS**

Should UTS find itself unable to award this prize in any given year, UTS will consult with Marketing Discipline Group to amend the selection criteria (temporarily or, if agreed, permanently) to enable the allocation of the prize on the closest possible basis in accordance with original intentions.