

Please read the brochure carefully before completing this application for admission.

Application for Admission

EMMS **Executive Master** **in Marketing & Sales**

2009-2010

Course founded in accordance with L. 341/1990

General Information

The 3rd edition of the Executive Master in Marketing & Sales begins January 2009 and finishes February 2010. Applications must arrive by **December 10th, 2008**.

The application can be sent first and then be completed with the required documents.

It is important to note that, given the limited number of places available, it is in the interest of all candidates to present their application **as early as possible**.

The selection process

The selection process begins when the School receives your application. The Admissions Committee lets the candidate know if he/she is considered suitable to proceed with the process. The final assessment of each application will take place once the candidate has submitted all required documents. Candidates admitted into the Master program must confirm their participation based on deadlines set by the Admissions Office.

Admissions criteria and requirements

The selection process is based on an overall analysis of the following factors:

- application form and documents
- proficiency in English
- interview (if required)

Application form

This has to be completed in English and it is available online at: www.sdabocconi.it/emms. This must be completed with precise information on your personal and professional experiences, your reason for wanting to attend the Master Program.

The application must be completed with the following documents:

– Degree certificate and detailed CV

The SDA Bocconi and ESADE Executive Master in Marketing & Sales is aimed at graduates in any discipline with at least 3-5 years' working experience. You are required to submit an official degree certificate (in English or Italian) from the college or university attended. The type of degree, the date of graduation, the date of enrolment must be clearly stated in this documentation.

A detailed CV must be attached to the application.

– One letter of reference

This assessment should be submitted by individuals who are well acquainted with your performance in a work or academic setting.

The reference form enclosed with the application pack should be used.

– Proficiency in English

All applicants must have good written and spoken English. If English is not your mother tongue, you must take the TOEFL or IELTS tests. If you have already taken the test, the original results must be sent to the School. Any test results from before January 2003 are no longer valid.

TOEFL website: www.TOEFL.org

IELTS website: www.IELTS.org

– Application for sponsor companies

This is to be completed by a company representative only if the company intends to back the participation in the Master Program of a candidate through partial or total payment of the tuition fee.

– The application must be accompanied by:

- 2 passport-size photographs on a light background and signed on the back
- payment of Euro 100 fee for the admissions procedure (using the special form in the application form. The application fee is not refundable).

The selection result

Once the selection process is completed, the Admissions Office will inform the candidate of the result of their application, whatever the result. The result is communicated in writing, and in no case by telephone.

If accepted, the candidate receives the official letter of admission to the Master Program and the contract for participation. If all places available have been filled, the School may decide to place the candidate in a waiting list or offer admission for the next edition.

Submitting your application

Before presenting your application, read the brochure carefully

On-line + post

Fill in the on-line application on our website and send the required documents by post.

PDF + post

Fill in the editable PDF format application that can be downloaded from our website and send it together with the required documents by post.

Document check

Applicants who submit their application on-line may verify the arrival of their application directly on our website.

If the candidate has not received any information 4 weeks after sending the application, contact should be made with the Executive Master in Marketing & Sales Admissions Office at emms@sdabocconi.it
emms@esade.edu

The Application Form and all documentation must be sent to either the following addresses:

SDA Bocconi Masters Division – Executive Master in Marketing & Sales
Via Bocconi, 8
20136 Milan - Italy
Tel: +39 02 5836.6874
Fax: +39 02 5836.6890
Email: emms@sdabocconi.it

ESADE Business School - Executive Master in Marketing & Sales
Admissions Office
Av.D'Esplugues, 92-96
E-08034 Barcelona – Spain
Tel: +34-93-495-2088
Fax: +34-963-495-3828
Email: emms@esade.edu

Admission procedure fee

EUR 100

Tuition Fee

The total fee is EUR 28,500 to be paid in four instalments:

1st instalment: EUR 7,125 on acceptance of your admission to the Master Program

2nd instalment: EUR 7,125 by 30 January 2009

3rd instalment: EUR 7,125 by 31 March 2009

4th instalment: EUR 7,125 by 30 September 2009.

The fee includes:

- teaching material
- access to the School's database and facilities.

It does not include travel and accommodation expenses.

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EMMS
Executive Master
in Marketing & Sales

2009-2010

Name of Candidate _____

Year _____

Last name _____

First name _____ Sex _____

Have you previously applied for admission to the EMMS program? Yes No In what year? _____ Were you admitted? Yes No Have you applied to other SDA Bocconi/ESADE Master Courses? Yes No

If yes, to which one/ones? _____

In what year? _____ Were you admitted? Yes No **PERSONAL DATA****Permanent home street address** _____

City _____

County/State/Province _____ Postal code _____

Country _____ Telephone _____

Fax _____

Current home street address _____

City _____

County/State/Province _____ Postal code _____

Country _____ Telephone _____

Fax _____

Private e-mail _____

Company e-mail _____

Place and date of birth _____

County/State/Province

Day

Month

Year

Your nationality _____

Marital status _____ Number of children _____

Military service: discharged exempt soon to be discharged

If discharged, when service completed _____

Which branch of the military? Where served? _____

Length of service (in months) _____

Name of Candidate _____

HIGH SCHOOL DIPLOMA

Type of diploma _____

City _____ County/State/Province _____

Country _____ Year _____

DEGREE

Degree earned in the discipline of _____

University attended _____

Date of enrolment _____

Month Year

Date of graduation (diploma awarded) _____

Month Year

Final Grade average _____ Grade scale _____

Major subjects studied _____

Final thesis (title) _____

Long-term training courses or seminars attended after graduation (at least three months full-time):

Significant stays abroad (at least three consecutive months):

Languages spoken

Level of fluency

	Native tongue	Advanced	Good	Fair	Beginner
English	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Italian	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
French	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spanish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
German	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Others (specify) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

English language knowledge certificates (e.g.: TOEFL, IELTS)

Test	Date of Test	Score
_____	_____	_____
_____	_____	_____
_____	_____	_____

Other languages knowledge certificates (please, specify language, name of test, date of test and score)

Test	Date of Test	Score
_____	_____	_____
_____	_____	_____
_____	_____	_____

Name of candidate _____

To help improve the effectiveness of how we communicate information about our course, please take a minute to respond to the following questions:

1. How did you find out about the course?

- Letter sent by the School
- Brochure sent by the School
- Former participants
- Teachers
- Friends
- At work
- Internet:
 - I already knew <http://www.sdabocconi.it/>, <http://www.esade.edu>
 - Search engine _____
specify (e.g. Google, Yahoo, MSN)
 - Online Newspaper/Magazine _____
specify (e.g. ft.com, economist.com, corriere.it)
 - Online Professional Guide _____
specify (e.g. whichmba.com, findmba.com, infojobs.com)
 - Online Social Network _____
specify (e.g. linkedin.com, youtube.com, facebook.com)
- Guides _____
(specify)
- Rankings _____
(specify)
- Presentation/Forum (year-city) _____
(specify)
- Advertising _____
(specify)
- Other _____
(specify)

2. Giving specifics, how, in your mind, might we improve our communication?

3. What are the least effective aspects of how we communicate the course?

Name of Candidate _____

NOTE TO THE CANDIDATE: Please include your first name, last name, nationality, and date of birth. The letter must be completed by a University professor or a superior from within your profession, past or present, who knows you very well. It must then be returned to you in a sealed envelope that is signed on the back by the person completing the letter, **so that it may then be sent together with the application for admission.**

Candidate's first and last name (print) _____

Nationality _____

Date of birth _____

The Admissions Office thanks you for the information you provide on this candidate, information needed for better evaluating their application for admission. Such information is strictly confidential and will be used with great reserve. Please return this form to the candidate in a sealed envelope, signing your name on the back of the envelope.

How long have you known the candidate? In what connection?

In your mind, what are the candidate's most revealing qualities?

What are the candidate's most significant weaknesses?

Do you consider the candidate suitable for admission to a challenging program such as Executive Master in Marketing & Sales?

Name of Candidate _____

Please rate this candidate regarding the following traits:

	Excellent	Above average	Average	Below average
Group skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discussion skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commitment to goals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to lead	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Potential to grow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please comment further on your judgments and add any other information you think may be useful:

Signed _____ Date _____

First and last name of signer (print) _____

Position held _____

Institution or Company _____

Address _____
Street

City _____ County/State/Province _____ Postal code _____ Country _____

Telephone _____ Fax _____

e-mail _____

(This must be completed only if the candidate’s current employer intends to financially support their participation in the course).

Candidate’s first and last name _____

Sponsor company _____

Address _____
Street

City _____ County/State/Province _____ Postal code _____ Country _____

Telephone _____ fax _____

Name of person representing company _____

Position _____

E-mail _____

What are the company’s objectives in supporting this candidate’s participation in the EMMS program?

Please summarise the candidate’s career plan within the company

Share your opinion regarding the candidate’s skills and weaknesses

Please share other observations

The company declares that it knows and accepts the conditions governing admission and participation in the EMMS program. In addition, it declares that the information contained in this application is complete and truthful.

Company representative’s signature _____ Date _____

SDA Bocconi

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website www.sdabocconi.it/emms

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