



Neural Sense Master's Program

The Neural Sense Master's Scholarship is awarded on both research potential and academic record to full time and final year Bachelor of Business Science students specialising in Marketing at the University of Cape Town (UCT).

The objective of this scholarship program is to provide students with the opportunity to pursue a Master's program specialising in the exciting and innovative discipline of consumer neuroscience / neuromarketing. Consumer neuroscience is at the cutting edge of marketing research that empirically measures, understands and affects human decision-making, emotion and behaviour. With over 95% of decisions being driven by the subconscious, it is vital for marketers to understand these subconscious processes that determine the future buying behaviours of their consumers and customers.

The scholarship financially covers all tuition and research costs for a Master's degree, calculated from the year of first registration for a period of two years. In addition, it provides part-time internship opportunities at Neural Sense (PTY) LTD during the completion thereof.

The Neural Sense Master's Scholarship comprises of the following:

- Full payment of tuition and fees
- A stipend to cover running costs associated with the research required to complete the dissertation (to a maximum of R5,000), and
- Part-time internship opportunities at Neural Sense (PTY) LTD during the completion of the Master's study. This internship program will provide students will valuable hands-on experience in the field of consumer neuroscience / neuromarketing through extensive service training; research fieldwork; coaching and mentorship; as well as exposure to real world commercial applications of this field of market research

MERIT SCHOLARSHIP

- All current full-time Bachelor of Business Science students specialising in Marketing (B.Bus.Sc Marketing) and past B.Bus.Sc Marketing students that have complete this degree, can apply if the following academic performance is achieved:
 - Minimum aggregate of 65%, and
 - Minimum final mark of 70% for Marketing IIA (BUS3041F); Research in Marketing (BUS3008W); and/or Research and Survey Statistics

(STA3022F); as well as a minimum of 65% for Marketing Research Project (BUS4052H)

Applicants must follow the due process set by UCT for Masters Program applications, and indicate their research topic is within the field of consumer neuroscience / neuromarketing to be eligible.

APPLICATION PROCESS:

Students must first complete and submit an application form to be accepted for a Masters dissertation to the University of Cape Town. Completed forms must be submitted with the required attached documents:

- A certified copy of the applicant's ID or passport;
- A signed and stamped letter of acceptance into an Honours programme from the relevant faculty;
- Full official academic record including all levels of tertiary study prior to your current qualification. (Academic records must include marks);
- Curriculum Vitae (clearly indicating your study field, qualifications, employment history, awards and achievements and names and contact details of references);
- A motivational letter – Write a letter motivating your application and highlighting any particular information that you feel is important. (Maximum one A4 page);
- Letters of Reference

Deadlines:

- Closing date for all applications is 30 September 2018 for first semester registration (February 2019)

Please note that the applications will only be considered if they are submitted to the University of Cape Town directly.

Acceptance Criteria:

Applicants applying for the Neural Sense Master's Scholarship:

- Must be a South African citizen or permanent resident of South Africa
- Must have or be in the process of completing a B.Bus.Sc Honours specialising in Marketing degree
- Must register for a full-time or part time Master's degree at the University of Cape Town
- Must have a minimum average of 65% in the previous degree. All the subjects of the previous year are taken into consideration in the calculation and determination of the average percentage
- Must register for the first time for the specific level of study

- May not hold any bursaries, awards, assistantships or emoluments concurrently with this scholarship, which bind him/her to enter the service of any organization upon completion of his/her studies.
- In addition, the scholarship may not be held concurrently with any other NRF or any Government funded scholarship/bursary, unless prior approval has been given by Neural Sense (PTY) LTD
- Must ensure that their research area falls within one of the specified disciplines, namely Consumer Neuroscience and/or Neuromarketing
- Must allow for the thesis topic being approved by Neural Sense (PTY) LTD
- Must demonstrate an interest in pursuing a research career in consumer neuroscience or related fields as students will be expected to work in the consumer neuroscience / neuromarketing industry for a period that is the same length as the period for which a bursary was awarded (2 years)

In addition:

- Scholarship holders may not hold any full-time salaried employment during the tenure of the award, unless prior approval has been given by Neural Sense (PTY) LTD
- Successful applicants will be given studentship positions at Neural Sense (PTY) LTD for the full duration of their dissertation.
- Scholarship holders will need to undertake a minimum of 7,5 hours of part-time studentship work for Neural Sense per week on average during each year of study, and will be remunerated for any additional duties at a rate not exceeding the normal institutional tariff for services rendered
- Neural Sense does not award scholarships to students that already have full sponsorship unless the alternative sponsor is a loan and not a bursary. If the student is in contravention with this policy, the scholarship will be withdrawn and disbursed to an alternative bursary recipient.

Selection Criteria:

- The process to obtain the scholarship is not automatic.
- Successful candidates will be shortlisted and a maximum of three rounds of interviews will be conducted by senior management at Neural Sense (PTY) LTD and/or a faculty representative from the University of Cape Town prior to the final awarding of the scholarship
- Applicants will be selected on academic merit, qualities of character, motivation and field of study
- In addition, the assessment will consider the feasibility and merit of the applicant's research proposal
- Preferences will also be given to economically disadvantaged students.
- Successful candidates will enter into a contract with Neural Sense (PTY) LTD which will include a work back period equal to the period of study sponsored by Neural Sense (PTY) LTD. Part time studies can also leverage part time studentship opportunities to work back the period of study sponsored in parallel to their studies

- Successful candidates will also take part in a structured 2 year studentship program, and once the corresponding learning outcomes and structured assessments have been completed successfully, students will receive a formal training certificate acknowledging the practical skills and expertise that have been achieved.

General Rules:

- All scholarships are paid to the institution in receipt of a claim submitted by the institution.
- Scholarships are not awarded for a parallel degree (i.e. for a second degree at the same level of a degree already held by the applicant).
- Students may hold only one scholarship or bursary at any one time.
- The degree/research must be completed within one year after the expiry of the scholarship funding; otherwise the student will be required to pay back the support provided by Neural Sense (PTY) LTD, in which case the host institution will initiate the process of retrieval of funds from the student/fellow, in consultation with Neural Sense (PTY) LTD.
- The applicant may not hold any other bursaries, awards, assistantships or receive emoluments concurrently with the Neural Sense Scholarship that binds him/her to enter the service of any organisation upon completion of his/her studies. The scholarship may also not be held concurrently with any other NRF or South African government-funded bursary scheme. In all cases of supplementary funding, the Neural Sense (PTY) LTD should be regarded as the primary funder.
- In cases where Master's study is upgraded to a Doctoral study, the maximum combined support for the Master's and Doctoral study may be for a maximum of four years.
- A student who fails to complete the qualification/research for which the funding has been awarded will have to refund the total amount received from Neural Sense (PTY) LTD towards the degree/research concerned.
- If an awardee is in breach of any of the eligibility criteria or terms and conditions of the award, Neural Sense (PTY) LTD may immediately withdraw the award and request that the funds be paid to the awardee be refunded with interest at the current rate.