



## **The Marylouise Caldwell Prize in Marketing**

### **Terms and Conditions**

#### **1. Background**

- a. The Marylouise Caldwell Prize in Marketing is awarded to top student in undergraduate marketing.
- b. This Prize is funded by the estate of Dr Marylouise Caldwell.

#### **2. Eligibility Criteria**

- a. Students must be enrolled in an undergraduate degree in the University of Sydney.
- b. Students must have completed and received the highest mark in one of the following units of study:
  - I. MKTG1001 Marketing Principles,
  - II. MKTG1002 Marketing Research, or
  - III. MKTG2112 Consumer Behaviour

#### **3. Selection Criteria**

- a. The Prize will be awarded each semester of the calendar year to a student with the highest mark in each of the three units of study outlined in clause 2.b (provided the mark is of sufficient merit)
- b. If two or more students receive the same highest mark in the same unit, the prize will be shared equally amongst them (provided the mark is of sufficient merit).
- c. A student may only receive this prize once per annum. If a student is the highest ranked student in multiple units in one semester, they may only receive a prize for one of the units where their mark is the highest. The other prize will be awarded to the next highest ranked student(s) in the remaining units (provided their mark is of sufficient merit).
- d. The Dean of The University of Sydney Business School, has the discretion to not award a prize if the student mark is not of sufficient merit.

#### **4. Value**

- a. This Prize has a value of \$1,000 and will be paid as a one- off payment.
- e. A prize value may be shared if two or more students receive the same highest mark in the same unit of study, in the same semester.
- b. The Prize will be awarded subject to the availability of funds.



## **The Marylouise Caldwell Prize in Marketing**

### **5. Termination**

- a. The University reserves the right to withdraw the Prize, if the University determines that the student is guilty of serious misconduct, including, but not limited to, having provided false or misleading information that has a relationship to the awarding of this Prize.
- b. Once withdrawn the Prize will not be reinstated unless due to University error.