



Coloplast Master Thesis Programme

Business projects available for individuals or groups

Are you about to write your final master thesis and do you want to work with people from all around the world? Join Coloplast's Master Thesis Programme, and make the most of your master's degree

Every year we open our doors to a group of graduates and give them the opportunity to write a thesis based on real business cases. You will be able to combine your theory with current business challenges and meet highly dedicated professionals within your area of study. Several of our previous Master Thesis Programme participants joined Coloplast permanently upon their graduation.

This year, Coloplast is offering up to ten projects within:

Marketing & Branding

- Launch strategy for a new and up coming product
- How to enter an evolving market looking at clinical processes and sales approach to health care professionals
- Defining and implementing a segmentation/targeting strategy to optimally allocate our sales rep.'s time in our accounts
- Take consumer insights to the next level; applying advanced analytics/predictive modelling to identify potential churners for early warning
- How can Coloplast optimize consumer retention and satisfaction with a digital patient support program

Product Management

- Product strategy within Bowel Management area
- Mapping/analyzing current global Collecting Devices product portfolio and potential recommendations, incl. 1-2 market case studies
- Digitalization of wound care treatment – how to migrate from offering only products to adding profitable digital solutions

Pricing & Trade

- From product-pricing to alternative payment models in Medical Devices – perspectives on service pricing, risk sharing and profitability

Business Solutions

- Investigate on how to develop a framework for measuring the business value of our global CRM application Salesforce

During the interview process, we will determine which project is the best fit for your interest and background. Travel activities might be required for some of the projects.



How to apply

Please go to [Coloplast.com/career](https://coloplast.com/career) for more detailed information about the application process and to find the link for the application form. When filling in the form you will be asked to answer some screening questions and attach (in English) your CV, cover letter and transcripts



Working with a partner?

If you wish to write with a partner both of you need to apply individually via the system. You cannot make a joined application. Make sure to state the name of your thesis partner in the top of your application



Timeline

The programme runs from January to May 2020. The exact timeline is flexible and can be determined with your sponsor and your university

- Deadline for application is **22 September 2019**
- Face-to-face interviews with the business sponsors are planned for week 41, 2019 (via Skype if you are studying outside Denmark)
- Internal Challenger Board sessions are conducted between January and April