

Forward together

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 Global Marketing is offering up to eleven projects within:

Marketing & Branding

- Building consumer journeys to optimize patient lifetime value
- Social media strategy
- Go to market strategy / marketing plan
- Understand consumer's purchase process
- Taking shares from market leader with new product launch

Product Management

- Develop market segmentation for new medical device
- Developing a plan to win in a highly competitive wound care environment with differentiated solutions
- How to build center of excellence

Digital platforms

- How can new technologies within Digital Learning, Data, machine learning, AI or Image Recognition etc. help improve the life of our users

During the interview process, we will determine which project is the best fit for your interest and background. Travel activities might be required for many 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 2019. The exact timeline is flexible and can be determined with your sponsor and your university

- Deadline for application is **1st of October 2018**
- Face-to-face interviews with the business sponsors are planned for mid October 2018 (via Skype if you are studying outside Denmark)
- Internal Challenger Board sessions are conducted between January and April