

Forward together

Coloplast Master Thesis Programme

Business projects available for individuals or groups

For the Coloplast Master Thesis Programme 2017/18 we offer the following projects

Coloplast® Care

Coloplast® Care is a personal support programme for the users of our products, created to extend the help, education and care our users get from their health care providers. Coloplast nurses provide support with advice and instructions on how to use the products as well as more general conversations around living with an intimate healthcare condition. We strive to provide Coloplast® Care in all of our major markets. At HQ, we work closely with subsidiaries to develop strong go-to-market strategies to anchor the Care programme globally.

Continance Care

As part of our mission to make life easier for people with intimate healthcare needs, the Continance Care division ensures unique and inspiring products for people suffering from bladder challenges, and provides relevant and aspirational branding & campaigns, plus a strong collaboration with our markets to ensure we're equipped to win.

Customer Relationship Management

The focus of the Customer Relationship Management team within the Commercial Excellence organisation is to manage the implementation of CRM solutions in Coloplast globally. We are part of a business transformation effort implementing a new commercial model across the organisation.

Consumer Marketing & Online Media Activation

The consumer marketing team develops all our consumer related marketing content. We create consumer campaigns for our product launches and we work a lot with online media activation. We also work with e-mails, direct mail activities and our social media channels – all in close relationship with our subsidiaries.

Medical Marketing

Defines opportunities and translates medical & business insights into marketing and dialogue activities that are designed to make Coloplast the preferred partner for all our health care professionals. We do so via advisory boards, dialogue programmes, congresses, education and training materials, digital self-assessment tools, scientific studies and by building growth activities in emerging markets.

Segmentation & Targeting

Execution & sales training is key to ensure we are fit for fight and in the best shape to deliver on Coloplast's ambition to be the best medical device company in the world. Our primary responsibility is to develop training programmes for our Sales and Territory Managers globally.

Emerging Categories

The Emerging Categories team sets the direction for innovation and further maturation of emerging product categories within Ostomy Care-supporting products and Bowel management. Furthermore we scout for new and unexplored opportunities for Coloplast.

Wound Care

In Coloplast Wound Care we have one common goal that guides all our efforts: Fewer days with wounds. We have a lot of different customers we want to support and both our product and services reflect that. We assist healthcare professionals and patients living and working with wounds throughout the healing phases; from intuitive wound assessment to treatment with appropriate products. Our products support treatment of a wide range of chronic and acute wounds.

During the interview process, we will determine which project is the best fit for your interest and background. We typically define the exact scope of the project together with you based on your academic requirements, interests and skills, and relevance to Coloplast.