Master Thesis at Unilever

Unilever is one of the leading FMCG companies in the world with over 400 brands globally. In Sweden we are market leaders in several categories with brands such as GB-glass, Ben&Jerry, Knorr, Milda, Lipton, Dove and Axe. We are now looking for students who will write their Master thesis during the Spring 2018. At Unilever we are investing heavily in consumer and market insights and to keep this alive we would like to welcome new perspectives through bringing in your ideas as a student. You can read more about our innovative market research work in Harvard Business Review: https://hbr.org/2016/09/building-an-insights-engine

What we look for

We are looking for ambitious and self-motivated students who wish to contribute with their ideas to our marketing department. While you are welcome to submit your own research proposal we are equally interested in meeting students who wish to develop an idea together with us. Below we provide some examples of topics you can choose for your research:

- E-commerce (FMCG purchases online)
- Brand Equity and Market Share correlation study
- In-store experiments (POS-material, visibility, A/B testing)
- Planogram studies (share of shelf, position)
- Consumer interviews (topics related to our brands or retail environment)

What we can offer

With some of the 30 largest brands within the FMCG industry accompanied by extensive data sources you will have access to ample resources and information for your project. Your mentor will be one of our employees at the Consumer Market Insights department and although you will work independently we are keen and eager to assist you in your project.

To apply

Send an email to amanda.cornelius@unilever.com introducing yourself and areas of interest for your thesis. Feel free to add your curriculum, grades or other documents to support past achievements. Send us your application as soon as possible but no later than Dec 22th.

We look forward to hear from you!