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NIELSEN ACADEMY

IN COOPERATION WITH

**KNEU & UKRAINIAN
MARKETING
ASSOCIATION**

ABOUT NIELSEN



Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Nielsen is divided into two business units. Nielsen Global Media provides media and advertising industries with unbiased and reliable metrics that create a shared understanding of the industry required for markets to function. Nielsen Global Connect provides consumer packaged goods manufacturers and retailers with accurate, actionable information and insights and a complete picture of the complex and changing marketplace that companies need to innovate and grow. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. An S&P 500 company, Nielsen has operations in over 90 countries, covering more than 90% of the world's population.



PROJECT DESCRIPTION

Nielsen Academy is an opportunity to discover the world of FMCG research industry directly from best-in-class marketing experts. Combining practical approaches and theoretical knowledge you will be guided through all dimensions of market research.

Users of the research

Trendwatch

Category management

Assortment analysis

New product development

COVERED TOPICS

Quantitative analysis

Analysis of competitors

Consumer behavior

Qualitative analysis

Basic facts

STUDY VIA CASE

Use your knowledge to operate as a real insight department within FMCG company. Conduct the research and implement real-time actions to grasp different aspects of researchers work.



WHEN

Project lasts for ~2 months starting in February. Academy is an extracurricular voluntary activity.

WHO

Students with motivation to work as insight/business analysts.

Command English is required.

Preferred to have a technical and analytical background.

Intellectual curiosity and persistence to find answers to questions.

HOW

Application process contains:

- CV (in English)
- Motivation Letter

Just send to us via email by 21 January:

Nielsen.Academy@nielsen.com

- Online assignment for potential candidates
- Be a game changer, you are in!

IF YOU ARE INTERESTED PLEASE JOIN OUR ONLINE PRESENTATION ON 21ST OF DECEMBER. FOR MORE INFORMATION CONTACT TETIANA ANTONYUK, (044) 456-9873.