

Example Internship Proposal – Marketing / IBA

BACHELOR INTERNSHIP PROPOSAL ROTTERDAM SCHOOL OF MANAGEMENT, ERASMUS UNIVERSITY

Name company: *Uniper Technologies GmbH*

Country: *Germany*

Brief description of the company:

Uniper Technologies GmbH is a German energy corporation located in Dusseldorf, which offers solutions in the areas of energy production, storage and services multi-nationally.

Description of the internship assignment:

I will be working on the marketing process for the natural gas products in the Balkan region. My internship consists of internal and external activities. The internal activities are preparing references and presentations for acquisitions; summarizing the company's key qualifications and resources in the corresponding markets; identifying focus areas for opportunities. The external activities consist of creating contact points with investors and tendering companies; investigating the potential scope of tenders by examining the markets and assisting with the development of international and local relationships with business partners.

Description of the research problem that you will study within the company. Be sure to include the elements listed on page 7 of the internship manual.

My research questions is: "How is German reputation as a differentiation point of an energy company perceived by client companies located in less developed regions." The goal is to find out how does the "German brand" that is associated with quality and service seen in less developed European countries. Is this marketing attribute a possible advantage over other providers? To what extent is this marketing attribute influential?

Uniper Technologies is expanding its operations to the Balkans and faces marketing and negotiation challenges that come with the new entrant status. The German brand reputation of Uniper is thought to be aa significant advantage. The problem that arises is how to use and leverage this reputation to effectively market the services and compete. To get a better idea, I will research the relationship between the German brand reputation and the clients. For my analysis I will make use of the theoretical models from Cross-Cultural Management, Applied Business Methods and International Marketing Research. I will start with an ethnographic in-person interview with selected affiliates to get a deeper understanding of the subject and how they perceive the German brand reputation and its effect on choosing a provider. These insights will help to create a detailed survey to capture the opinions of the clients. The survey will be distributed online and guarantee anonymity. The respondents will be selected via Non-Probability Sampling featuring a mixture of judgement samples as well as snowball technique. The survey data will be analysed in SPSS.

Based on the data and theoretical models, I will give concrete and practical implications to Uniper's marketing team. The most important findings will be highlighted and shaped in order to give real-world guidance and provide help for the promotion decisions of Uniper.

Description of the relation between the assignment and the chosen academic department:

This internship is related to the marketing department, as I am involved with the marketing process and will be assessing the market and how Uniper can use its brand reputation in its advantage.

IBA students only – Please describe the international aspects of this particular internship here:

Uniper is based in Gemany and serves clients in different countries in Europe as well as in the USA. My focus will be on the different countries in the Balkan region.