



Erasmus Programme – Student Internship

testDNA Polska sp. z o.o.
Polish company offering genetic testing services
offers
internship:

Marketing strategy development of the genetic diagnostics services in the country of student's origin

Katowice
Id: Erasmus/R-UDG/KT

General project description:

- Own project – Analysis, development and introduction of the international market expansion strategy.

Task description:

- Analysis of the medical laboratory services - marketing and legal issues.
- Marketing strategy description,
- Finding business partners,
- Introducing new products to the market,
- Creating the marketing campaign.

Educational background: student

Requirements / skills:

- Good knowledge of English language,
- Country of origin: Europe
- Motivated personality with good interpersonal skills,
- Computer and Internet users skills,
- Must be organized, can multitask,
- Showing interest and having basic knowledge in the area of marketing.

We offer:

- 3-12 months traineeship in the young team and friendly atmosphere,
- Individual position, opportunity to introduce own ideas in unique industry,
- Help in finding accommodation and formal issues concerning traineeship,
- 100 Euro/month supplement to the scholarship.
- Development of the professional skills based on practice,
- Possibility to practise in the high-tech genetic laboratory.

To apply for this position, please send your CV and cover letter directly to our company at:
praca@testdna.pl