**Consulting Projects – Spring 2019**

**Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Programme/Profile:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Priority (1-5)**

|  |  |  |
| --- | --- | --- |
|  | **Loreal** | «Creation of marketing campaign for launch MATRIX SOCOLOR CULT» |
|  | **Lenta** | Perspectives of couponing in Lenta |
|  | **Doc+** | Launching of bot-gynecologist in the USA and India |
|  | **Mars** | Creating Value together from Day Oral Care (Mars Wrigley Confectionary & Spar) |
|  | **Netwrix** | Development of Netwrix distribution strategy |
|  | **Italy** **group** | Development and implementation of an effective organizational structure for ITALY-GROUP restaurants |

Cover letter:

Please mind that several principles are applied:

1. FIFO (First in – first out) = those who submit the preference first will be considered first
2. Group size – mainly 4-6
3. Language restrictions (not less than 2 Russian speaking students per team
4. CV evaluation (in case of “unreasonable” allocation). Use a 1 page CV and, if necessary, a cover letter to explain and justify your choice.

NOTE: Submit this together with your CV to muravskii@gsom.pu.ru & Daniil.muravskii@gmail.com not sooner than 13.02, 18:00 and no later than 14.02, 17:00.

Preliminary allocation will be announced on 15.02, 13:00.