

# Erasmus work placement

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| EMPLOYER INFORMATION   |  |
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| <b>Name of Company</b> | Opportunus d.o.o.  |
| <b>Address</b>         | Kopilica 5, Split, Croatia   |
| <b>Contact Person</b>  | Lana Ugrcic  |
| <b>Phone</b>           | +385(0)91 333 88 61  |
| <b>E-mail</b>          | <a href="mailto:lane.ugrcic@gmail.com">lane.ugrcic@gmail.com</a>   |
| <b>About us</b>        | Opportunus d.o.o. is represented by a team of young professionals with a working background on numerous projects and innovative business solutions. We provide services in the areas of business consulting, event management and tourism industry. The company is primarily focused on innovation of new products and services in still insufficiently developed market segments in Croatia and region. |

**NOTE:**

Required conditions for the internship are the following:

1. The University of the Intern has to participate in the Erasmus Program.
2. The Intern must have Bachelor Degree in selected area.
3. The Intern has to have travel insurance.

## Internship Description (Marketing)

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### Internship Title

Marketing

### Job/Task Description

1. Market research, analysis and segmentation (demand and supply analysis, product placement, benchmarking, etc.)
2. Defining a marketing plan for selected product/service
3. Branding and brand management of selected product/service
4. Internet marketing activities (focus on social media marketing)
5. Creating and evaluating marketing campaigns
6. Assist with driving sales, tracking, and marketing of selected products/services

### Measurable results expected from the intern:

The intern should be able to execute and implement the job tasks effectively. Results will be measured according to KPIs for specific tasks assigned to intern. The intern should have good Internet navigation skills and knowledge of social media. The student will be expected to cooperate with the rest of the team to successfully fulfil the given/chosen project. Through this work, the student is expected to achieve useful professional knowledge.

### Preparation required from the intern before arrival:

- Get to know as much information about Croatia and Dalmatia as possible
- Involve in understanding the assigned role and activities
- Prepare preliminary market/project research if needed

### What are the key learning points that the intern might obtain during the internship?

- Understanding of selected market
- Established international professional relationships
- Process management and project management
- Segmentation and targeting
- How to develop an effective value proposition
- Marketing planning and strategy
- Marketing tactics and implementation
- Teamwork
- Language and communication skills

### Any additional information a potential candidate may require:

The candidate is required to get Erasmus scholarship for the internship. We search for active students of Masters from countries that participate in Erasmus program. All the necessary information that a potential candidate may require, for example medical insurance, accommodation, living expenses, etc. is located on the following link:

<http://www.efst.hr/content.php?k=suradnja&p=309>

## Working Information

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### Details on the working conditions:

- Personal workspace provided
- Internet access provided
- Work in a team of young professionals

### Other details of the working conditions:

We offer work in a pleasant, positive and friendly environment. Every additional initiative and positive contribution to the business development will be specially appreciated and valued. The intern will get independence in performing tasks with the possibility of implementing their own ideas in business.

**Working Hours:** 09:00h -17:00h (9:00 a.m.-5:00 p.m)

**Total Hours of Work per Week:** 40 h

### Accommodation and Board:

The intern covers living expenses from Erasmus grant. The company will assist interns in finding corresponding accommodation.

## Organizational Preferences

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**Internship duration:** 3 - 12 months

**Earliest start date:** 15.09.2013.

**Latest start date:** 15.02.2014.

**Degree of the Intern:** Bachelor (Required)