



Workshops Brand & Sales @ SpoHo Köln 2020

With and by NIKE

Please notice that this posting is for both workshops! Depending on your application you will be put in one of them. However, we cannot guarantee a place in your preferred workshop. Please check that you include all the below mentioned information (workshop preference, discussion topics) and documents (CV, cover letter) in your application!

NIKE, Inc. does more than outfit the world's best athletes. It is a place to explore potential, obliterate boundaries and push out the edges of what can be. The company looks for people who can grow, think, dream and create. Its culture thrives by embracing diversity and rewarding imagination. The brand seeks achievers, leaders and visionaries. At NIKE, it's about each person bringing skills and passion to a challenging and constantly evolving game.

Be ready to experience the exciting and inspiring world of NIKE! In our workshop, you have the chance to get first insights into the NIKE Central world (Germany, Austria, Switzerland, Poland, Slovakia, Slovenia, Hungary, Czech Republic, Croatia).

Descriptions of our Workshops:

During our Workshop, you get to know our departments of Brand and Sales, all in a relaxed atmosphere. You will work in teams to find strategy solutions to current issues concerning the brand.

After a general introduction of us, you will get to know the specifics of your teamwork and what kind of strategy you will be working on. At the end, it's your turn! Develop a strategy, together with our managers with regard to the sporting goods industry.

We are looking for the following qualifications:

- At least 2nd year student
- Have a passion for our brand and first knowledge of our products
- Practical and international experience are a plus
- Affinity for the areas of sports, retail, digital, and/ or lifestyle
- Knowledge of our target group "the young and the fast" and their channels
- Fluency in English, with excellent verbal and written communication skills
- Strong computer skills and proficiency in Adobe Photoshop, InDesign, Illustrator, PowerPoint/ Keynote, Word, Excel
- Academic, volunteering or previous internship experiences related to Design, Advertising, and Sales are a plus
- Good skills in communicating design ideas (hand sketches, creating diagrams, presentations)

JUST DO IT! You are passionate about sports and a strong, communicative team player? We are looking forward to receiving your meaningful application including **cover letter** with a preference in which workshop you would like to take part (Brand/ Sales), **CV**, and **three discussion topics of interest** concerning NIKE to career@dshs-koeln.de. We cannot guarantee a place in your preferred workshop.