

Our vision

Contribute to a better and more equal CPG industry by partnering with universities, CPG manufacturers, and retailers to develop the next generation of diverse data analytics, insights & business intelligence leaders.

Program overview

Have you ever walked down an aisle in your local grocery store and wondered why your favorite food product moved? When you're in a store, what catches your eye and motivates you to buy a certain product? The NielsenIQ University Program is a data analytics training program that allows students to explore just that by analyzing the latest consumer trends for consumer-packaged goods (CPG) manufacturers and retailers that we all know and love. NielsenIQ University Program Scholars work to solve a real marketing challenge for a major brand using syndicated data. Program Scholars also receive a stipend (exclusions apply), mentoring, professional development and direct access to internships or full-time career opportunities in the data analytics, CPG and retail industries.

Benefits

- The chance to be awarded a case study scholarship award of up to \$10,000 USD for the winning team of students (Exclusions apply)
- Receiving a financial stipend of up to \$260 USD to support studies and well-being (Exclusions apply; Distribution upon completion of the program)
- Access to additional professional development programming
- Additional incentives for attending monthly professional development sessions
- Interacting with a well-known CPG manufacturer or retailer
- Solving a real client marketing challenge
- A NielsenIQ data analytics certificate of training upon completion of the program
- An interview for NielsenIQ's paid summer internship program (juniors only)
- An interview for a full-time job opportunity (job to start upon completion of university degree program) (seniors only)
- Hands-on application of data analytics, insights, and business intelligence
- Access to a support team of NielsenIQ employees
- Networking with data analytics, consumer-packaged goods, and retail industry professionals
- Being paired with a NielsenIQ mentor for the duration of the program

Application deadline: July 31st, 2022

Who should apply

Interested applicants who are able and willing to meet the following time commitments, as well as the qualification requirements, are welcome to apply to this program.

Participants must be willing to commit 1.5 hours per week for the duration of the 12-week program, which includes attendance at weekly training sessions and participation in a team case study (marketing challenge) project. Program Scholars will also be expected to commit an additional hour on the first Friday of every month for the duration of the program for professional development. All sessions will be conducted via Zoom. Program Scholars will also be expected to commit time outside of the program sessions to work with their team members on the case study project.



Qualifications

REQUIRED: Applicants must be currently enrolled in a bachelor's degree program in the United States, United Kingdom, or Canada as a standing sophomore/second-year (graduating class of 2025), junior/pennultimate year (graduating class of 2024), or senior/final-year (graduating class of 2022/2023) during the Fall 2022 university semester [September-November 2022]. The following criteria below is *highly desirable but not required* for aspiring participants:

- Pursuing a bachelor's degree in an analytical or human insights focused field, including **but not limited** to Economics, Psychology, Marketing, Engineering, Mathematics, Information Systems, Social Sciences, Business, Relations, Finance, or Computer Science
- Demonstrated leadership in extracurriculars on campus or in your local community
- Passion for understanding consumers, data analytics, and market research
- Enthusiastic to learn about and apply new technology to drive business solutions
- Demonstrated project management skills and ability to work on a diverse team
- Strong communication skills
- Proficiency in Microsoft Office Suite
- Permanent authorization to work in the country where your university is located

Locations

Program Locations

The NielsenIQ University Program is a fully remote program that is hosted virtually via Zoom.

This program is open to students across the United States, United Kingdom, and Canada.

Internship & Job Locations (subject to change)

- Chicago, IL - US
- Atlanta, GA - US
- Parsippany, NJ - US
- New York, NY - US
- Cincinnati, OH - US
- Bentonville, AR - US
- Other - US
- Oxford - UK
- Markham, ON - CA
- Remote

Timeline

Sophomores

Spring 2023 – Fall 2023
Professional development activities

Fall 2023
Summer Internship Interviews

June-August 2024
Summer Internship (if applicable)

Juniors

October 2022
Summer internship interviews

June-August 2023
Summer Internship begins for accepted students

July 2024
Full-time Position begins (if applicable)

Seniors

October 2022
Full-time position Interviews

July 2023
Full-time positions begin (if applicable)

March-July 2022 Attend a program info session & submit application	July 2022 *Extended* Application deadline	July-September 2022 Program acceptance offers are extended	September 2022 12-week program begins; Case study project defined	November 2022 Case study presentations and program graduation
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