9028 11633 Intern in International Brand Management - BMW brand (f/m/x) Job Reference: 90891  
  
  
With our BMW, MINI, Rolls-Royce and BMW Motorrad brands, we are one of the world's leading premium manufacturers of automobiles and motorcycles and also a provider of premium financial and mobility services.  
  
  
WORKING AS NORMALLY IS JUST NOT NORMAL SOMEWHERE ELSE.  
  
SHARE YOUR PASSION.  
  
Success is teamwork. A workflow in which ideas flow can only be created when experts share their specialist knowledge and enthusiasm. That's what we call innovation culture. That's why we not only give students the opportunity to listen, but above all to have a say and think ahead.  
  
  
We, the BMW Group, offer you an exciting and varied internship in the field of International Brand Management - BMW brand.  
  
The central task of an international brand manager in the areas of brand, marketing planning, launch and product communication is to support the worldwide subsidiaries and regional offices in all brand and communication-related topics for controlling the BMW brand.  
  
  
What awaits you?  
  
- Supporting the project manager/international brand manager in conducting market analyses, evaluating local marketing planning templates and organizing digital/physical conferences and exchange platforms.  
- Assistance in the creation of the Global Marketing Plan.  
- You will help with research work and the creation of presentations.  
- Participation in the coordination between the markets and the head office round off an exciting area of ​​responsibility.  
  
  
what do you bring  
  
- Studies in economics or a comparable course.  
- Confident use of MS Office.  
- Team and communication skills.  
- Analytical thinking.  
- initiative.  
- Intercultural understanding.  
- Knowledge of German and English: both spoken and written fluently.  
  
  
What do we offer you?  
  
- Comprehensive mentoring & onboarding.  
- Personal & professional development.  
- Work-life balance & flexible working hours.  
- Attractive remuneration.  
- Perks & employee discounts.  
- Apartments (at the Munich location).  
- And much more see jobs/what we offer.  
  
  
Do you enjoy working in an international team? Apply now!  
  
  
At the BMW Group, we see diversity and inclusion in all its dimensions as a strength for our teams. Equal opportunities are of particular concern to us, and the equal treatment of applicants and employees is a fundamental principle of our corporate policy. Therefore, our recruiting decisions are also based on their personality, experience and skills.  
  
More about diversity at the BMW Group at bmwgroup.jobs/diversity.  
  
  
Start date: from 07/24/2023  
  
Duration: 6 months  
  
Working time: full time  
  
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Contact:  
BMW Group recruiting team  
+49 89 382-17001  
  
  
Please only apply online via our career portal. Applications via other channels (esp. e-mails) cannot be considered.  
  
  
2 Business economist (university) With its BMW, MINI, Rolls-Royce and BMW Motorrad brands, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and a provider of premium financial and mobility services. The company employs around 125,000 people worldwide.  
With 31 production and assembly sites in 15 countries and a global sales network, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and a provider of premium financial and mobility services. 2023-03-07 16:09:03.193000