

Experience how P&G Drives Strategy through Consumer Expertise for a Weekend

Participants will have an opportunity to interview for a Summer 2011 Internship!

What is Consumer Strategy Workshop?

A learning experience that focuses on what it means to drive consumer insights into business strategy on brands like Tide, Covergirl, and Crest at Procter & Gamble. We are looking for top-tiered diverse students or any 2012 graduates who meet eligibility requirements. It is an excellent opportunity to interact with a diverse group of top students from across the country, as well as current CMK managers and affinity group leaders. Students chosen to participate will be our guests in Cincinnati; P&G will cover all travel and lodging expenses.

How to Apply

1

Go to www.experiencePG.com, once there click on "Search Jobs" and enter job number "CMK00000672".
Application Deadline:
May 14, 2010

2

Click on Job Title at the bottom of the screen to review the job description/qualifications, and click "Apply Online" to proceed

3

Click on "New User" to create a user name and password or enter the information you have registered previously.
Once registered, submit your application by completing all of the requested information.

4

Once you have submitted the application, please complete the assessments immediately following.
NOTE: These assessments are vital to be considered for employment.

What is Consumer and Market Knowledge?

CMK is a consumer understanding powerhouse that is unparalleled in the industry for leveraging proprietary tools and methodologies that fuel business growth and lead breakthrough innovation. A career in CMK provides limitless opportunities to drive the business and the organization via its unique balance of LEADERSHIP and COLLABORATION; OBJECTIVITY and PASSION.



When is it?

P&G CMK Consumer Strategy Workshop will be held July 29, 2010 - August 1, 2010, in Cincinnati, Ohio, P&G World Headquarters

Who are we looking for?

We seek leaders who are strong analytical thinkers and creative problem solvers. And most importantly, we want champions for our consumers – individuals who have an inherent interest in people, and intense curiosity to understand why people behave as they do... and want to drive those insights to action!

