

YOUR PASSPORT TO JOIN OUR TEAM

NIELSEN CASE COMPETITION 2017

WHAT IS NIELSEN CASE COMPETITION?

Nielsen Case Competition (NCC) is the first annual solving realistic business circumstances competition for students organized by Nielsen Vietnam. 2017 marks the 8th anniversary of this exciting contest to future market researchers.

This competition will show a case study of a business issue (marketing related) that Teams of undergraduate students apply their knowledge and skills to solve. Teams will compete against one another to address that real-world business issue and present solutions to panels of expert judges from Nielsen.

The teams are assessed on their overall content, presentation and structure. A list of criteria is available for the judges to rank teams, mainly based on executive insights, analysis and recommendations to solve the business circumstance.

WHEN & WHERE?

Ho Chi Minh city:

- First round: 12 – 14/10
Announce results: 18/10
- Semi-final round: 24/10
- Final round: 26/10

Hanoi city:

- First round: 12 - 14/10
Announce results: 23/10
- Semi-final round: 31/10
- Final round: 02/11

AWARDS

- **Frist place:** 10,000,000 VND
- **Second place:** 5,000,000 VND
- **Third place:** 3,000,000 VND

BENEFITS FOR STUDENTS

- A fast track to a trainee position at Nielsen Vietnam after graduation
- A great chance to build your resume and impress employers
- An excellent way of applying knowledge that has been studied in universities
- A great opportunity to practice and experience analytical, presentation and team-work skills in a realistic, high-pressure working environment
- A short market research training sessions conducted by Nielsen Vietnam's experts

HOW TO REGISTER?

- Form your team of 04 members who come from either the same or different universities
- All members have to be qualified for competition's **criteria** mentioned as following:
 - **Academic result:** above 6.5
 - **English score:** TOEIC 700+ or IELTS 6.0+ (no band below 6.0) or equivalent **is preferred**
 - Your social activities participation is preferred
- Required documents for submission:
 - Resume of 4 members in the team
 - Score sheet of each team member
 - English certificate (if any)
 - Certificates of participation in social activities (if any)

[REGISTER HERE](#)

Submission deadline: **October 04, 2017**

Information sessions for students will take place from October 9 to October 11, 2017 at Nielsen Office. Announcement will be sent later.

TERMS AND CONDITIONS

- Only current 3rd and 4th year students are allowed to participate
- Approved submissions will be on a first-come first-serve basis
- Students will be required to agree to ethics policy form and Nielsen has the right to disqualify student(s) if ethics policy is broken
- Nielsen has the right to make changes to the case competition without prior notice

If you have any questions regarding to our Nielsen Case Competition, email us at Ncc.Vietnam@nielsen.com and follow our [Nielsen Vietnam Facebook Fanpage](#) to keep updated the information relating to the Nielsen Case Competition.