



Prof. Dr. Henrik Sattler,  
Professur für Marketing & Branding



Prof. Dr. Mark Heitmann,  
Professur für Marketing & Customer  
Insight



Prof. Dr. Karen Gedenk,  
Professur für Marketing & Pricing



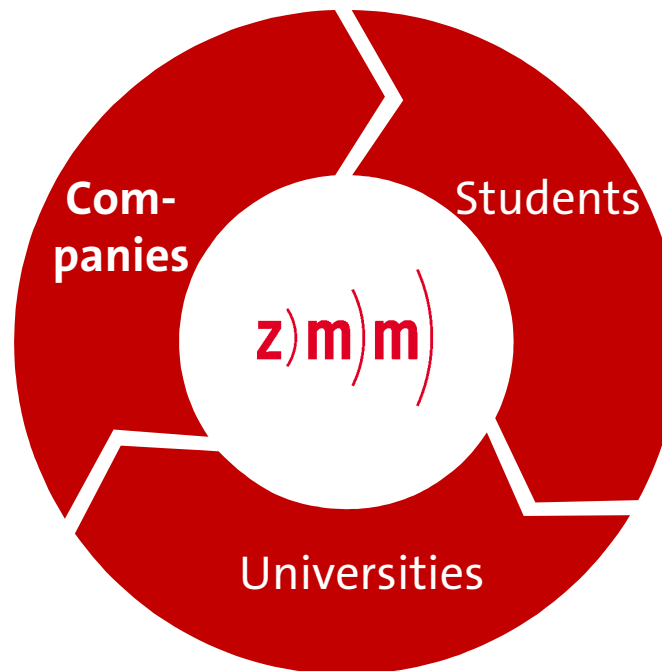
Universität Hamburg  
DER FORSCHUNG | DER LEHRE | DER BILDUNG



Prof. Dr. Michel Clement,  
Professur für Marketing & Media

# Who benefits from the ZMM?

- Get to know high potentials
- Learn about / cooperate on research projects
- Network with other top managers



- Get to know potential employers
- Network with other students
- Intensify contact with faculty

- Knowledge exchange with managers & students
- Increase research quality
- Increase teaching quality

# Sponsors

## Main Sponsors

L'ORÉAL

Beiersdorf



## Regular Sponsors



globeone

pilot

Batten & Company **B**<sup>®</sup>  
Marketing & Sales Consultants

SIMON   
KUCHER

**PIII**  
performance media

The TauRes logo features the word 'TauRes' in a blue, serif font, with a curved line above it. Below the word, the tagline 'Die Vermögensgestalter' is written in a smaller blue font.

**ABOUT YOU**<sup>®</sup>

The Harris logo features the word 'harris' in a lowercase, sans-serif font, with a green curved line above it. Below the word, the tagline 'INTERACTIVE' is written in a smaller, uppercase, sans-serif font.

# The ZMM network for high-performing & committed students

- **Networking activities**, e.g., through regulars' tables and Christmas party
- **Company events (case studies, workshops, discussion rounds)**
- **Soft skill workshops** (e.g. presentation techniques, data analysis courses)
- Regular Information about **internships and jobs at partner companies**
- Faculty provides **recommendation letters** (incl. ZMM+ certificate) and **advice** on study and career planning

Further information: [News : zmm : Universität Hamburg \(uni-hamburg.de\)](#)

## Contact for questions and applications:

Julia Diana Lenk, Department of Marketing & Branding

Cord Otten, Department of Marketing and Pricing

[zmm.bwl@uni-hamburg.de](mailto:zmm.bwl@uni-hamburg.de)

# WHAT DOES THE ZMM OFFER COMPANIES?

- Direct contact with top students from the Bachelor's, Master's and PhD programs in Business Administration (and comparable programs) at the University of Hamburg with a strong interest in marketing
- Efficient recruiting with a personal touch (Internships, Working student positions, permanent positions)
- Smart ideas from students in current Business Case Studies, within theses collaborations or similar contexts
- Possibility to present the company and current product/brand strategies in Bachelor's and Master's lectures to numerous students
- Potential Teaching Collaborations with the University of Hamburg
- Research Collaborations (with PhD students and Professors from the University of Hamburg)

## Operational information:

- Financial support by the sponsors (within a financial framework of 2000 to 5000 € per year)

For more information on the operational process of collaborations between ZMM and your company, please contact: [zmm.bwl@uni-hamburg.de](mailto:zmm.bwl@uni-hamburg.de)

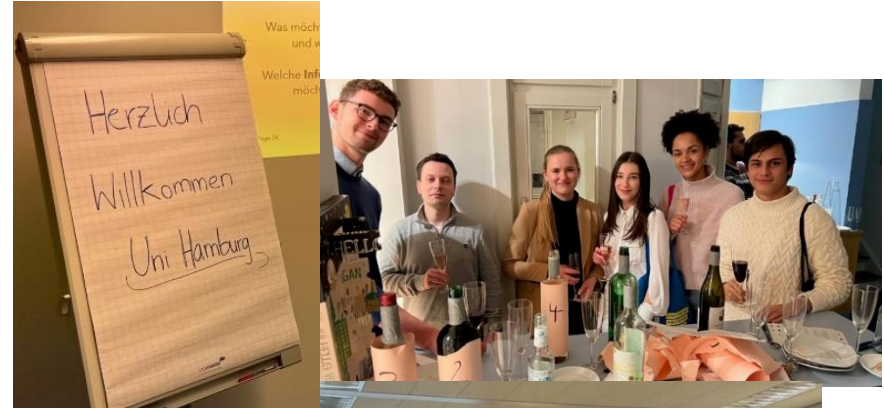
# Events in the summer semester 2024

## In-house event with **pilot**

- 06.06.2024: 3.30 pm – 6 pm
- Presentation und Discussion „How to Mediastrategie“

## In-house event with **Beiersdorf**

- 13.06.2024: 3 pm – 6 pm
- Sales Workshop at the new Beiersdorf Campus



"I just wanted to give you some feedback that, thanks to the Beiersdorf workshop 1.5 years ago, I will now be joining Beiersdorf permanently. So, thank you for your work!!"

*- Feedback from a former ZMM member*