



Marketing
Innovation
Circle

Marketing Innovation Circle – Committed to Excellence



MIC:

- **Talent program** for students interested in marketing and innovation
- Intensive collaboration with **top companies**
- **Theory in practice** through case studies, workshops, and projects
- **Networking** and **contact** with potential employers



Target group:

- **Business Administration** Bachelor and Master students
- Excellent academic performance **and** relevant practical experience



Application process:

- Send your CV & transcript to mktg-mic@som.lmu.de
- Application deadline: **30.10.2025**
- **Kick-off** (save-the-date): 04.11.2025 (evening)



<https://www.marketinginnovationcircle.de/>



BLOOM
PARTNERS

SW//M
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now!**

Bilendi

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The Retail
Performance
Company

NIM Nuremberg Institute
for Market Decisions

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