

Global Sales and Marketing – Triple Degree

Profound Know-how in Global Business Management

The triple degree program offered by GSM equips students with skills and knowledge to manage business sales and marketing activities for future challenges in international companies. For such managers, it is essential to develop entrepreneurial thinking skills and to know how to navigate the challenges of a culture. In today's digitalised and globalised markets understanding and making use of technological developments, influencing business processes, but also the ability to combine virtual and physical customer touchpoints is indispensable.

Career Profile

A typical job description would be a managerial position in a foreign subsidiary of an internationally operating company. Possible posts include, for example, product manager, key account manager, marketing or sales manager.

Study Focus

Entrepreneurship and Business Models (Mexico): a module dealing with the character of entrepreneurship and how businesses are organized and operated. Ethics and Social Responsibility (Mexico): a profound understanding of ethical values, sustainability and an institution's obligation to act for the benefit of society.

Integrated marketing communication (Vietnam): a module dealing with marketing-related knowledge and practice using an integrated marketing communications planning framework that emphasizes the necessity of coordinating all elements of the promotional mix, such as advertising, public relations, digital marketing, direct marketing, sales promotions, and personal selling, in order to create a successful communications strategy.

International Sales Management (Austria): a module to learn how to conceptualize, evaluate, push forward and control strategic sales decisions. International Marketing Management (Austria): a profound understanding of strategic marketing concepts, including deep knowledge of cross-cultural management.

Pedagogical Approach

- Experiential learnings
- Integrated courses in the classroom
- Specific case studies in order to understand the industries
- Company visits
- Management talks
- Simulations and role plays

Triple Degree

- MA (FH Upper Austria, Austria)
- MBA (CETYS University, Mexico)
- MBA (Vietnamese German University, Vietnam)

Duration

- 4 semesters (120 ECTS)

Annual Intake

- 15

Application

- online – details & deadlines on fh-ooe.at/application

Admission Procedure

- personal interview, tests and case study

Compulsory Studies Abroad

- at VGU in Ben Cat Town (Vietnam) and in Mexico at CETYS University, Ensenada (Baja California)

Tuition Fees

- EU/EEA citizens: 363.36 EUR per semester (plus Austrian Student Union fee).
- Citizens from non-EU/EEA countries: 726.72 EUR per semester (plus Austrian Student Union fee). Scholarships available.



Modules





Mexico:
CETYS University

- Entrepreneurship and Business Models
- Economics
- Ethics and Social Responsibility
- Language (Spanish) and Cultural Understanding




Austria:
FH Upper Austria

- International Sales
- International Marketing
- Company Project
- Language (German) and Cultural Understanding




Vietnam:
VGU

- Business Design Thinking
- Financial Management
- Integrated Marketing Communication
- Strategic Information Management




Skills in innovation and entrepreneurship and experiences in three different economic areas. Graduates can better master intercultural challenges in their future jobs.

Prof. Dr. Monica Lopez Sieben
Head of Studies



The Triple degree program enables students to be successful in a globalised and digitalised world.

Prof. DI Dr. Margarethe Überwimmer
Head of Studies



Unlock endless opportunities, immerse yourself in a rich cultural experience, and gain a global perspective with the triple degree program.

Prof. Dr. Tran Binh Dai
Head of Studies

Time Schedule

→ 1 st Semester		→ 2 nd and 3 rd Semester		→ 4 th Semester
Studying together with Latin American, European and Asian students				
Sept. – Dec. home university	Jan – Mid April CETYS (Mexico)	May – Mid August VGU (Vietnam)	Mid Sept. – Mid Dec./Jan. FH Upper Austria (Austria)	March – June home university

Good to Know

- Vietnam is one of the rising stars in the world of emerging economies.
- Mexico is the second-largest economy in Latin America and, due to the NAFTA membership the bridge to USA.
- Austria is one of the strongest export countries in the European Union. Focus of Austrian's economy are innovative and high quality products and services.

Contact

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