

GLOBAL SALES AND MARKETING

MASTER'S DEGREE PROGRAMME, FULL-TIME | PART-TIME 

In-depth Know-how and Leadership Skills in Sales Management and Marketing Activities

Austria's export economy has succeeded in setting international standards in many fields, notably in industrial plants, machinery and technical goods. These global operations generate a high demand for suitably qualified sales and marketing personnel. The geographical focus of the degree programme is on emerging markets.

Career Profile

The Master's degree programme Global Sales and Marketing equips the students to DEVELOP and MANAGE future sales, sales management and marketing activities for international companies. For such managers, it is essential to be aware of cross-cultural challenges created by the globalisation and digitalisation of the world economy. A typical job description would be a management position in a foreign subsidiary of a European company. This might include the post of product manager, key account manager or marketing and sales manager. In addition, the course offers an excellent basis for entrepreneurs wishing to set up their own company.

Focus of Studies

- » Sales and Sales Management: ability to conceptualize, evaluate, push forward and control strategic sales decisions.
- » B2B Marketing: ability to develop and push forward strategic marketing concepts for investment goods including background challenges of a cross-cultural character.
- » Cross-cultural Sales and Management: profound introduction to cultural differences and similarities around the globe in order to be able to react in a professional way when faced with challenges of this kind.
- » Practical Skills: we connect the complex structure of the scientific background needed with the immediate application in real industrial life, especially in emerging markets.
- » Management/Leadership Skills: a special module with the chance to develop good insights into management and leadership challenges of an international job profile.

Essential Information

Degree:

Master of Arts in Business (MA)

Duration:

4 Semesters (120 ECTS)

Annual Intake:

35

Admission Requirements:

Completed Bachelor's or Master's degree in Business Administration or similar fields. For Details see www.fh-ooe.at/gsm-master

Application:

online by 30th June at the latest
www.fh-ooe.at/application

Admission Procedure:

personal interview, tests and case study

Compulsory Semester Abroad:

opportunity to study at one of our partner universities during the second semester (several double degrees are available in the USA, Czech Republic, Russia, Columbia, China, Australia)

Mode of Study:

full-time (Wednesday till Saturday) and part-time (Friday afternoon and Saturday) for both one week of intensive lectures per semester + field trip)

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.

Curriculum

List of modules	ECTS per semester			
	1	2 ¹	3	4
Production				
Strategy, Marketing and Sales (incl. Field Trip)	15			5
Key Account Management				
Sales Training				
Value Based Selling/Marketing				
Strategic Planning				
Field Trip				
Culture and Leadership	10	10		
International Law, Finance and Business	5	10		
Economics, Applied Information Technology		10		
Company Project			5	
Specialization in Sales Management and Marketing			20	
Cross-cultural Marketing				
Media Marketing				
Global Account Management				
Sales abroad and Sales Subsidiaries				
Product-, Service- and Brandmanagement				
Global Price Management				
CRM				
Global Negotiation Training				
Thesis preparation and Thesis			5	25
ECTS-Punkte	30	30	30	30

¹semester abroad

Partners for Double Degree Programmes

- » Concordia University
Wisconsin, USA
- » Skoda University
Mlada Boleslav, Czech Republic
- » Universida del Rosario
Bogotá, Columbia
- » Peter the Great St. Petersburg Polytechnic University
Russia
- » Plekhanov University
Russia
- » University of the Sunshine Coast
Sippy Downs, Australia
- » University of International Business and Economics
Beijing, China

Study Abroad

All students have the opportunity to study at one of our partner universities during the second semester (compulsory for full time students!) – several double degrees are available in the USA, Czech Republic, Russia, Columbia, China, Australia. A field trip provides further profound cross-cultural insights. The entire degree programme is taught in English and students are free to choose their second foreign language.

The degree programme offers broad and profound knowledge – from sales to marketing, cross-cultural management and leadership and prepares students for their future tasks in international companies.

Prof. DI Dr. Margarethe Überwimmer, Head of Studies

Praxis and Research

On the basis of current insights from research and teaching our students acquire sound sales and practical expertise. Over 200 domestic and foreign enterprises regularly use and successfully co-operate with the Master's degree programme.

Did You Know that ...

... GSM means studying in an international environment (students and professors) and collaborating with international companies and universities?

Contact

Head of Studies: Prof. DI Dr. Margarethe Überwimmer
Vice Head of Studies: Prof. Mag. Robert Füreder
Programme Administrator: Doris Ernecker-Wagner
 University of Applied Sciences Upper Austria
 School of Business and Management
 Wehrgrabengasse 1–3, 4400 Steyr/Austria
 Phone: +43 5 0804 33600, Email: gsm-master@fh-steyr.at