



# CLASS PROFILE

# GLOBAL SALES AND MARKETING

## MASTER'S DEGREE PROGRAMME

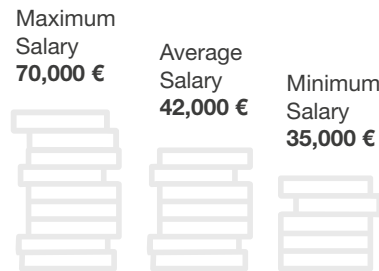
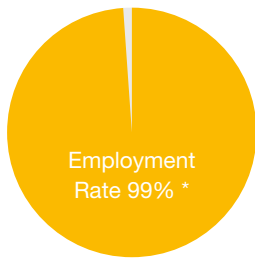
### Facts and Figures

Number of students	35
Average age (upon graduation)	26,8
Nationalities	19
TOEFL average	89
IELTS average	7

### Former study discipline (undergraduate)

- » International Business / Management
- » Marketing / Sales Management
- » Business Administration
- » Economics and Finance
- » Export

### GSM Masters Graduate Job Profile



\*as per AMS (public employment service Austria)

### Industries

- » Automotive Area
- » Industrial goods
- » Export/Trade
- » Machine industry
- » Investment goods
- » Information Tech.


### Companies



### Current Student Profiles



**Ksenia Babaeva, 27**


 (RUSSIAN, English, German)  
Part-time,  
2<sup>nd</sup> Semester

Russian Plekhanov University of Economics, Master

- » Interned at Raiffeisen bank
  - » former Leading specialist at Federal Grid
  - » former Manager at Immofinanz
  - » Oracle Primavera certification
- an avid traveller, loves baking and doing sports



**Marco Otten, 39**

 (DUTCH, English, German)  
Part-time,  
2<sup>nd</sup> Semester

Bachelor BSc degree Ag engineering with specialty PR/Communication plus subsequently Pedagogic Degree at Stoas University Dronten  
» Area Sales Manager at Pöttinger Landtechnik  
Traveling, Motorcycling, Socializing



**Isabella Kargl, 25**

 (GERMAN, English, Spanish, Portuguese, French)  
Full-time,  
4<sup>th</sup> Semester

Deggendorf Institute of Technology, Bachelor in International Management  
» CFT interned at Huntsmann  
» interned at Krones  
» tutored at University  
» Interned at Adidas  
avid traveller and language learner, sports enthusiast

## Recent Graduate Profiles



**Lucia Pajtasova, 26** 🇸🇰

(SLOVAK, English, German)  
UMB Banska Bystrica,  
Bachelor in Economics  
» Interned at EY (Audit)  
» Trainee at Borealis  
» (Markt. & Comm.)  
Half marathon runner,  
Passionate Traveller (visited 27 countries),  
Volunteered for refugees



**Georg Feichtinger, 26** 🇦🇹

(GERMAN, English, French)  
University of Applied Sciences of WKW,  
BA (Entrepreneurship and Management)  
» Marketing Associate in an Agency  
» Audit Associate at EY  
» Research Assistant at FH Steyr  
» Certificate for outstanding performance  
at FH Steyr 2018  
Loves Climbing, Hiking, Soccer

## Alumni Testimonials



**Julia Stichling** 🇩🇪

After my time at the IMC FH Krems where I did my bachelor in Export-oriented Management, I wanted to continue with an international master program focused on sales and hence pursued the part-time GSM Master.  
I am working in sales for an Austrian company and have been sent to our subsidiary in Spain for a few months. Afterwards, I will continue in a sales position and be responsible for defined countries.  
I chose GSM for many reasons; among them are the international orientation of the program, the big variety of interesting subjects, the possibility to do an exchange semester with double degree abroad and English as the program language. Since I did the part-time Master program, bringing in everyone's practical experience besides the input from the lecturers has been very valuable to me.  
I liked the practical approach, which was not only visible in the experience of most of the lecturers, but also in the focus on real life examples such as the company project. In addition, classes such as the sales training and negotiation class have been really helpful and provided beneficial advantages in business life.



**Vitalii Shushura** 🇺🇦

I did my bachelor degree in Kharkiv National University of Economics with major in Management. During my bachelor study, I got the chance to do my double-degree exchange semester in FH Steyr.  
After this semester, I decided to continue my education in FH Steyr as I got the feeling that I can get all necessary knowledge that would help me to succeed in the future career. Currently I am working as Application Engineer with KAM responsibility in TGW Mechanics Wels, Austria.  
I chose GSM due to the following reasons:  
» Study is based on practical experience,  
» Focus of the study is on the international as well as B2B market  
» Professional teachers, who have profound working background, which they are sharing with the students  
» Possibility to study in international group  
» Chance to go abroad for exchange semester  
GSM study has already the name at the labour market in Austria for its quality and level of knowledge given to the graduates. Therefore, GSM graduates can find the job in Austria almost in every industry.



**Adnan Cosic** 🇷🇸

With a technical and commercial education, I am passionate about anything around technology, traveling and cultures. So, far I lived and worked in Austria, Russia and the United States. Presently I am Head of Inside Sales at KVT-Fastening GmbH for the CEE region, an Austrian trading company for industrial fastening solutions. What I liked the most about GSM is that it is an interdisciplinary program. It connects many different fields of expertise in a unique way and thus enables to have a holistic look on things.  
In a globalized world where businessmen from different cultures conduct business, it is not only the technical specification of a product that will lead to success, but also the mutual understanding between the parties which are involved.  
Right after graduation, students are ready to work because during their studies students are able to have a look into companies.  
Beyond the education, GSM is also a lot about adventures. Thanks to GSM I was able to live and work in different countries and grow not only my knowledge but also my personality, extend my horizon as people say.