

# GLOBAL SALES AND MARKETING

BA   
Full-time  
Campus   
STEYR

The globalisation and digitalization of the world economy creates interesting challenges and opportunities to work in the export sector and in internationally operating companies. Austria's export economy has succeeded in setting international, sustainable standards in many fields, notably industrial plants, machinery, technological goods and services and sustainable solutions. These global operations generate a great demand for suitably qualified sales and marketing personnel. The Bachelor's degree programme Global Sales and Marketing is designed to provide its students with all the skills they need to meet this demand and is held entirely in English.

## Career Profile

Graduates of the Global Sales and Marketing Bachelor's degree programme are qualified to work in a company of any size and in all sectors. A typical job description would be a management position responsible for international business of a European company; this includes the post of product manager, key account manager or marketing, export and sales manager.

## Focus of Studies

- » Practical and application-oriented tuition in sales (management) for industrial customers
- » B2B marketing to be able to sell products and services to companies world-wide
- » Important qualifications in order to work in the export business & international trade
- » Intercultural management to deal with cultural differences around the globe
- » Technical basics that enable the students to work in a B2B environment
- » Three foreign languages taught by native speakers
- » Social skills needed for dealing with top customers and being successful in foreign countries

## Profile

Figures in per cent, based on ECTS-Credits

Sales, Export, B2B Marketing	28
Cross-Cultural Management	11
English, second and third language	15
General Business Administration and Management	11
Technologies for Sales and Marketing	14
Internships, Projects, Bachelor thesis	21

## Essential Information

**Degree:** Bachelor of Arts in Business (BA)

**Duration:** 6 Semesters (180 ECTS)

**Annual Intake:** 51

**Admission Requirements:** university entrance qualification (e.g. A-Levels, university pre-entry certificate, completed vocational matriculate exam)

**Application:**  
online 30<sup>th</sup> June at the latest  
[www.fh-ooe.at/application](http://www.fh-ooe.at/application)

**Admission Procedure:** potential test, English test, personal interview

**Compulsory Semester Abroad:** opportunity to study at one of our 100 partner universities during the third semester

**Special Features:** The top 30% of our students can obtain a double degree at one of our nine partner universities in Belgium, Colombia, Czech Republic, Finland, Georgia, Poland and Taiwan.

**Foreign Languages:** English (compulsory), for the second foreign language you may choose from Russian, Chinese, Spanish and French and German for internationals. You choose a third language during your semester abroad.

**Internship:** nine weeks in 6<sup>th</sup> semester

**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	3	4	5	6
Sales, Marketing, Export	14	9	5	10*	3*	4*
Elective courses					6	
Cross-Cultural Management	5	5	5		4	
English, second and third language	6	6	6	5	3	
General Business Admin. and Management		5	9	5		
Technologies for Sales and Marketing	5	5	5	5	6	
Projects, Internship, Transfer Competence				5	8	15
Bachelor Thesis						11
ECTS-Credits	30	30	30	30	30	30

\*You have the choice between a major in Sales and Marketing or Export Management

### Subsequent Master's Degree Programme at Steyr Campus

- » Global Sales and Marketing  (4 Semesters)
- » Global Sales and Marketing Triple Degree  (4 Semesters)
- » Controlling, Rechnungswesen und Finanzmanagement (4 Semesters)
- » Digital Business Management (4 Semesters)
- » Operations Management (4 Semesters)
- » Supply Chain Management (4 Semesters)

### Partners for Double Degree Programmes

- » Artevelde Business School  
Ghent, Belgium
- » Universidad del Rosario  
Bogota, Colombia
- » Skoda University  
Mlada Boleslav, Czech Republic
- » Laurea University of Applied Sciences  
Espoo, Finland
- » Caucasus University  
Tibilisi, Georgia
- » Kharkiv National University of Economics  
Kharkiv, Ukraine - on hold
- » IBS-Plekhanov Russian Academy of Economics  
Moscow, Russia - on hold
- » Providence University  
Taichung City, Taiwan

## Study Abroad

During the compulsory SEMESTER ABROAD the students have the opportunity to study at one of our 100 partner universities (third semester). The entire degree programme of Global Sales and Marketing is taught in English and native speakers provide intensive language instruction in two further foreign languages and give insights into their background cultures.

### Did You Know that ...

... Austria's export rate is higher than 50%. This degree programme gives you important qualifications to work in the export business and international trade. Furthermore, the top 30% of our students can obtain a double degree at one of our nine partner universities in Belgium, Colombia, Czech Republic, Georgia, Finland, Poland and Taiwan.

## Praxis and Research

'The only way to learn something is to do it'. Therefore the students complete an internship (abroad or at home) and practical projects with our partners in the export industry. GSM cooperates intensively with globally active companies in the field of Marketing, Export and Sales Excellence, Industrial Service Excellence and Intercultural Management. The findings of GSM research are integrated directly into the courses.

## Contact

**Head of Studies:** Prof. DI Dr. Margarethe Überwimmer  
**Vice Head of Studies:** Prof. Mag. Robert Füreder  
**Programme Administrator:** Brankica Orsulic, BA  
 University of Applied Sciences Upper Austria  
 School of Business and Management  
 Wehrgrabengasse 1-3, 4400 Steyr/Austria  
 Phone: +43 5 0804 33500, Email: gsm@fh-steyr.at