

Global Sales and Marketing

Internationally successful in Sales, Export & Marketing

The globalization and digitalization of the world economy create interesting challenges and opportunities to work in the export sector and internationally operating companies. Austria's export economy has succeeded in setting international, sustainable standards and solutions in many fields, notably industrial plants, machinery, technological goods and services. These global operations generate a great demand for suitably qualified sales and marketing personnel. The bachelor's degree program 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.

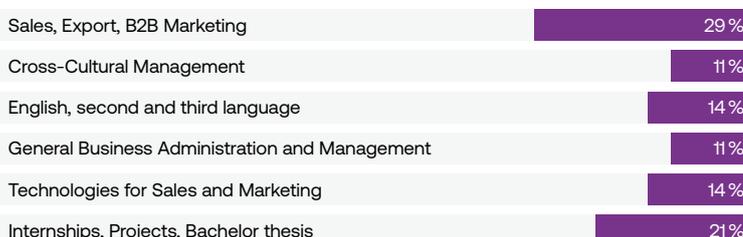
Career Profile

Graduates of the Global Sales and Marketing bachelor's degree program 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 the international business of a European company; this includes the post of product manager, key account manager or marketing, export and sales manager.

Study Focus

- Practical and application-oriented tuition in sales (management) for industrial customers
- B2B marketing to be able to sell products and services to companies worldwide
- Important qualifications in order to work in the export business and international trade
- Intercultural management to deal with cultures around the globe
- Technical basics that enable 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

Degree

→ Bachelor of Arts in Business (BA)

Duration

→ 6 Semester (180 ECTS)

Annual Intake

→ 51

Admission Requirements

→ University entrance qualification
e.g. A-Levels, university pre-entry certificate,
completed vocational matriculate exam

Application

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

Admission Procedure

→ fh-ooe.at/gsm

Compulsory Semester Abroad

→ Opportunity to study at one of our 100 partner universities during the third semester

Foreign Languages

→ English (compulsory). For the second foreign language you may choose from Russian/Chinese/Spanish/French and German for internationals. You choose a third language during your semester abroad.

Internship

→ Nine weeks in 6th 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 / Semester	1	2	3	4	5	6	Total	%
Sales, Marketing, Export		11	12	5	11 ¹	3 ¹	4 ¹	46	26
Elective courses						6		6	3
Cross-Cultural Management		5	5	5		4		19	11
English, second and third language		6	6	6	5	3		26	14
General Business Administration and Management		3	2	9	5			19	11
Technologies for Sales and Marketing		5	5	5	5	6		26	14
Project, Internship, Transfer Competence					4	8	15	27	15
Bachelor Thesis							11	11	6
ECTS-Credits		30	30	30	30	30	30	180	

List of modules	ECTS / Semester	1	2	3	4	5	6	Total	%
sales/marketing/export		11	12	5	11	9	4	52	29
CCM		5	5	5	0	4	0	19	11
LANGUAGES		6	6	6	5	3	0	26	14
GBM		3	2	9	5	0	0	19	11
Technologies		5	5	5	5	6	0	26	14
Internships		0	0	0	4	8	26	38	21

Subsequent Master's Degree Program at Steyr Campus

- Global Sales and Marketing (4 Semesters)
- Global Sales and Marketing Triple Degree (4 Semesters)
- Accounting, Controlling and Financial Management (4 Semesters)
- Digital Business Management (4 Semesters)
- Operations Management (4 Semesters)
- Supply Chain Management (4 Semesters)

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.

Partners for Double Degree Programs

- ArteveldeBusinessSchool
Ghent, Belgium
- Universidad del Rosario
Bogota, Colombia
- SkodaUniversity
Mlada Boleslav, Czech Republic
- Laurea University of Applied Sciences
Espoo, Finland
- CaucasusUniversity
Tbilisi, Georgia
- Kharkiv National University of Economics
Kharkiv, Ukraine – on hold
- ProvidenceUniversity
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 program 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.

Practical Experience 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.

Good to Know

→ Austria's export rate is higher than 50%. This degree program 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.

Contact

Head of Studies

→ Prof. DI Dr. Margarethe Überwimmer

Vice Head of Studies

→ Prof. Dr. Piotr Kwiatek

Program Administrator

→ Brankica Orsulic, BA

University of Applied Sciences Upper Austria
School of Business and Management
Wehrgrabengasse 1–3, 4400 Steyr/Austria
+43 5 0804 33500 | gsm@fh-steyr.at

¹ You have the choice between a major in Sales and Marketing or Export Management.