

Global Sales and Marketing

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, technological goods and services and sustainable solutions. These global operations generate a high demand for suitably qualified marketing and sales personnel. The geographical focus of the degree program is on emerging markets.

Career Profile

The master's degree program Global Sales and Marketing equips the students with skills and knowledge to DEVELOP and MANAGE future marketing and sales activities for international companies. For such managers, it is essential to be aware of cross-cultural challenges created by the globalization and digitalization of the world economy. A typical job description would be a management position in a subsidiary of a European company, brand 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 companies.

Study Focus

- B2B Marketing: the ability to develop and push forward strategic marketing concepts for investment goods and industrial services, including background challenges of a cross-cultural character.
- Sales and Sales Management: the ability to conceptualize, evaluate, push forward and control strategic sales decisions.
- 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.

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 fh-ooe.at/gsm-master

Application

→ Online – details & deadlines on 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, Columbia, China, Australia)

Mode of Study

→ Full-time (Wednesday till Saturday) and
→ Part-time (Friday afternoon and Saturday)
for both one week of intensive courses 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 / semester	1	2	3	4
→ In-depth and Management Competences					
Bridging Courses		6			
Value Based Marketing and Sales		6			
Strategy and Servitization		6			
Finance and Business			6		
International Law and Economics			6		
Global Business Management 1 + 2			12		
Marketing and Sales Analytics					4
International Marketing Management and Communication				5	
Customer Centricity and Network Management				5	
Global Negotiations				4	
GSM Capstone					6
→ Social, Leadership and Cross-Cultural Competences					
Leadership and Effectiveness		6			
Culture and Leadership 1 + 2		6	6		
→ Transfer Competences					
Applied Innovation Management				6	
Critical Analytical Thinking				6	
Master Thesis and Exam					24
ECTS Points		30	30	30	30

Partners for Double Degree Programs

- ConcordiaUniversity
Wisconsin, USA
- SkodaUniversity
Mlada Boleslav, Czech Republic
- Universida del Rosario
Bogotá, Columbia
- 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, Columbia, China, Australia. A field trip provides further profound cross-cultural insights. The entire degree program is taught in English and students are free to choose their second foreign language.



The degree program 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

Practical Experience 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 co-operate with the GSM.

Good to Know

→ 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. Dr. Piotr Kwiatek

Program Administrator

→ Doris Ernecker-Wagner

University of Applied Sciences Upper Austria
School of Business and Management
Wehrgrabengasse 1–3, 4400 Steyr/Austria
+43 5 0804 33600 | gsm-master@fh-steyr.at