UNIVERSITY OF APPLIED SCIENCES UPPER AUSTRIA
OBERÖSTERREICH

Campus Steyr

GSM

MA

Global Sales and Marketing

Full-time/Part-time, English Language

In-depth know-how and international leadership skills in global 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 business operations generate a high demand for suitably qualified B2B marketing and sales management personnel with intercultural management expertise.

Career Profile

The master's degree program Global Sales and Marketing equips students with business management skills and knowledge to DEVELOP and MANAGE future marketing and sales management activities for international business companies. For such global management professionals, it is essential to be aware of intercultural business challenges created by the globalization and digitalization of the world economy. A typical job description would be a management position with responsibility for global business management of an international company, a management position in international leadership roles in a subsidiary of an international company, a marketing and brand manager focusing on marketing strategies or sales and key account management positions. In addition, the program offers an excellent basis for entrepreneurs wishing to set up their own companies in an international business environment.

Study Focus

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

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, Colombia, China, Australia)

Mode of Study
→ Full-time compact (only 3 days per week) 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.

fh-ooe.at/en/gsm-master

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

- → University of the Sunshine Coast
  Sippy Downs, Australia
- → Universida del Rosario
  Bogotà, Colombia
- → Skoda University
  Mlada Boleslav, Czech Republic
- → Concordia University
  Wisconsin, USA

Study Abroad

All students have the opportunity to study at one of our partner universities during the second semester (mandatory for full time students!) – several double degrees are available in the USA, Czech Republic, Colombia, China, Australia. A field trip provides further profound intercultural business insights and international leadership experience. The entire degree program is taught in English and students are free to choose their second foreign language for enhanced global business communication.

Practical Experience and Research

On the basis of current insights from research and teaching our students acquire sound practical expertise in international B2B marketing and global sales management due to our experiential learning approach. Over 200 domestic and foreign enterprises regularly co-operate with the GSM program, providing real-world experience in international business, selling, marketing, and intercultural management practices.

Good to Know

→ GSM means studying in an international business environment (with international students and professors alike) and collaborating with global business companies and universities. The degree program offers broad and profound knowledge – from global sales management to international B2B marketing, intercultural management and international leadership and prepares students for their future tasks in global management positions within international business companies.

AI and Digitalization in Higher Education

In the Global Sales and Marketing Master, students begin in the AI Lab, applying AI and digitalization from day one. Drawing on GSM faculty research, including AI Catalyst, courses develop hands-on AI application skills from analytics to automation, preparing leaders to drive ethical, data-driven business growth.

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

ECTS: European Credit Transfer System

Contact

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