



SALES 4.0 – Master in International Sales Management (MSc)

DESIGNING TOMORROW



affiliated to

Admission requirements

- A Bachelor degree with a **minimum of 180 ECTS**
- A university background preferably in management, economics, social or natural science, or engineering
- Fluency in English: TOEFL, TOEIC, IELTS scores or English test on campus
- Work experience not required (if given, a maximum of 2 years is recommended)

How to apply

1



ONLINE APPLICATION

WWW.ESCPEUROPE.EU

2



PROFILE EVALUATION

3



ENGLISH TEST

TOEFL, TOEIC OR IELTS SCORES

4



PERSONAL INTERVIEW

IF ELIGIBLE

2019 fees

- Tuition fees: 24.500 € (+ application fees)*

*Fees may be subject to change. Please check our website for possible updates.

Your contact



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Programme Manager

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www.escpeurope.eu/mism



ESCP Europe quick facts

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international accreditations
AACSB, EQUIS and AMBA

The World's **1ST**
Business School (est. 1819)

130

academic alliances
worldwide

5,000+

students representing
100 different nationalities

Programme objectives

The art of sales is undergoing a deep transformation due to digitalisation. Words such as artificial intelligence, big data, the Internet of things, social media, to mention a few, have become and will continue to be staples in salespeople's lives. By the time you are finished with the SALES 4.0 - Master in International Sales Management, you will have already worked in a multinational setting and gained the knowledge and skills you need to succeed as an international sales and marketing manager both in a globalised and digitalised world.

Your European Academic Director



Prof. Dr. Frank Jacob
Chair of Marketing

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urban campuses

150

research-active professors
representing over
20 nationalities

A full **portfolio**
Bachelor, Masters, MBAs, PhDs
and Executive Education

55,000

active alumni in over
150 countries worldwide

5,000

managers and executives in
executive training each year



SALES 4.0 – **Master in International Sales Management (MSc)**

This master programme is the right choice if you want to...

- build your career in international sales and marketing – an area of activity characterised by outstanding salary levels & rapid career development
- help established market leaders as well as thriving newcomers to leverage digital technologies such as artificial intelligence and big data at the customer encounter
- develop a deep understanding of international sales on a strategic, functional, and operational level
- enhance your profile with strong personal skills for systematic career development in international sales, marketing, and general management

Your **full time programme...**

Provides you with knowledge on the following topics, for the pursuit of a career in digital marketing and sales:

- Understanding customers and markets in a digitised world
- Mastering sales techniques in a context of artificial intelligence, big data & Internet of things
- Sales force management and international management
- Marketing channels and distribution 4.0
- Managing the company & leveraging the supply chain
- International marketing & trade in a global market place
- Research methods, complex systems & organisational change
- Language courses & career development

Strong **international dimension**

- Two-year full-time Master programme in Berlin and Paris
- Taught in English with additional foreign language classes (different levels)
- A global faculty and international class mix

“ Studying Sa
gives me the opportunity to
for the most fundame
activi

Magnus Hansen (Master in In

Your curriculum

Sept-Dec
Term 1

Jan-April
Term 2

BERLIN

BERLIN

Understanding markets & customers

- Market insights & data analytics
- Consumer, organisational & digital buying

Sales force management

- Leadership in international sales
- Digitising the sales process

Sales techniques

- Selling & negotiations
- Pricing
- Digital marketing

International management

- International management
- Cross-cultural competence for sales

Language & career development

- Language courses
- Career development

Electives e.g.

- Financial reporting
- Corporate finance
- Economics for manager
- Managerial accounting

Language & career development

- Language courses

...les at ESCP Europe
...to become an expert
...ntal and important
...ty of any business. ”

(International Sales Management, Class of 2018)

Legend:

- = Sales & digitisation
- = General
- = International
- = Research
- = Skills

All courses are taught in English.



May-July
Term 3

PARIS

Sept-Jan
Term 4

BERLIN

Feb-April
Term 5

WORLDWIDE

May-July
Term 6

WORLDWIDE

Channels & distribution <ul style="list-style-type: none">International channel management & retailing 4.0Digital supply chain management	Research & consultancy <ul style="list-style-type: none">Research methodsManaging complexityManagement of change & organisational behaviour	Master Thesis for MSc	Internship
International marketing & trade <ul style="list-style-type: none">International marketing decisionsInternational law of distribution	Electives e. g. <ul style="list-style-type: none">EntrepreneurshipCorporate strategyBusiness information systemsService managementBusiness ethics		
Language & career development <ul style="list-style-type: none">Language course	Consultancy project		

Career opportunities

Jobs

For example...

- international sales and marketing executive
- digital sales consultants
- business opportunity developer
- digital sales executive manager
- international key account manager
- country sales director
- digital trading manager



Key facts

- Degree: Master of Science (MSc)
- Credit points: 120 ECTS
- Study Locations: Berlin and Paris
- Language: English
- Duration: 24 months
- Start: September 2019

Practical tools and methods for **marketing and sales in a digitalised and globalised world**

In your classes, you will...

- dive into the importance of hybrid (offline & online) sales, a core operational activity of any business
- become adept in general management and digital marketing topics
- discover why sales often tends to be the fastest track to the executive suite
- develop your presentation and communications skills through individual coaching
- work on real-life consulting projects with major companies such as Bombardier, Scienion, Verimi
- benefit from individual sessions with ESCP Europe career counsellors to help you decide which sector and what kind of role would be right for you

Working Areas

For example...

- multinational companies
- distributors, manufactures, technology companies, digital solution providers and digital business
- export and import business
- small & medium enterprises, family businesses, and startups
- Consulting firms



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DESIGNING TOMORROW

ESCP Europe is among the 1% of business schools worldwide to be triple-accredited.



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