

# At a Glance

## Your Profile

Seek an international career in different working fields and enjoy the challenge of working in a demanding environment.

## Degree

Master of Arts (M.A.) in International Marketing and Sales

## Duration

- Three semesters including one to prepare your master thesis
- Total scope of 90 ECTS

## Admission Criteria

- A bachelor's degree with at least 210 ECTS or 180 ECTS (30 ECTS must be acquired during the Master's programme).
- A minimum of German GPA 2,5.
- A minimum of B2 level English. Official tests e.g. TOEFL, TOEIC, IELTS are accepted or equivalents.
- A minimum of A2 level German. Official tests e.g. TestDaF, Goethe Certificate are accepted or equivalents.
- At least 50 % of the Credit Points from the bachelor's degree in business or economics related fields.

- Selection interview in case of implementation

## Dates and Deadlines

The program admits students twice a year in winter and summer semester.

The last date for the receipt of the application is June 15th and December 15th of every year.

## Application

You can apply directly online (German applicants) or mail the documents (foreign applicants) to:

Admission Office  
Hochschule Aalen  
Beethovenstraße 1  
73430 Aalen

☎ +49 (0) 7361 576-1288

✉ [zulassungsamt@hs-aalen.de](mailto:zulassungsamt@hs-aalen.de)

🌐 [www.hs-aalen.de/bewerbung](http://www.hs-aalen.de/bewerbung)

## The University

Aalen University is one of the leading research institutions among the Universities of Applied Sciences in Baden-Württemberg. One of the key missions of Aalen University is to deliver a focused education to our 5,000 students by combining the developments in industry with the latest research findings.

## More

The institution builds on this tradition by expanding its research capabilities and intensifying its relationship with firms. We offer an attractive, modern environment to students. Therefore Aalen University is the first choice to those who seek industryfocused education with an eye towards the globe.



[hs-aalen.de/mim](http://hs-aalen.de/mim)



# Contact

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International Marketing  
and Sales  
Master of Arts (M.A.)

# International Marketing and Sales

Our postgraduate degree in Marketing and Sales (MIM) addresses the ongoing changes, heightened complexity, and transformation processes accelerated by Generative Artificial Intelligence (AI). The MIM program builds upon the traditional foundations of marketing and sales, such as strategic marketing, brand management or persuasion and negotiation. These aspects aim to achieve and maintain a competitive advantage for companies. The program seamlessly integrates digital marketing and generative AI-based content, equipping students with the skills to devise and implement practical yet innovative marketing and sales strategies. Dedicated to future-oriented topics, the program ensures that students acquire practical skills to navigate the constant changes in the dynamic field of marketing and sales.

## Course of Study

Designed to be completed within three semesters. The first two semesters consist of two types of courses: first, required fundamental courses; second, elective courses to reflect specialization, some of which can be selected from other business master's programs. In the third semester, the thesis is completed under supervision.



## Program Plan

### Competencies

The MIM master program raises the standard of marketing and sales, especially in the service markets.

- It incorporates market demand, expands teaching into managing impression, analyze the current training trends and research on marketing and sales development.
- Our global network is a platform to connect students, corporate executives and faculty members. Our strong community leads to a strong community network. Students get prepared and connected for a successful career path.

### Teaching Philosophy

Our objective is to develop students' skill to understand the latest research and insights and to use those tools by applying them to real business problems. To achieve that goal of active learning, we offer our students a small, interactive classroom experience, coupled with a variety of teaching formats, like lectures, group and individual projects, and research opportunities.

### Career Opportunities

After the program, MIM students will be prepared for diverse career paths, including product management, sales and account management, and strategic market planning.

During your program, you will have acquired practical knowhow, analytical skills, and a deepened knowledge-set of a specialist and therefore you can join either an operational department in a firm or a strategic one:

- Sales
- Marketing
- Business strategy
- Product management
- Consulting

## Program Overview

|          |   |   |        |   |  |   |  |   |  |
|----------|---|---|--------|---|--|---|--|---|--|
|          |   | 3 | 30 CPs | Master Thesis   |  |   |  |   |  |
| Semester | 2 | 1 | 30 CPs | Sustainable International and Strategic Marketing (5 CPs) | Digital Consumer Analysis (5 CPs)      | AI for Marketing, Sales and Service (5 CPs)       | International Media Content Creation (5 CPs) | International Luxury Brand Management (5 CPs) | AI Leadership and Change Management (5 CPs)      |
|          | 1 | 2 | 30 CPs | Qualitative Research and Market Intelligence (5 CPs)      | Consumer Insights and Behavior (5 CPs) | Statistical Modelling and Decision Making (5 CPs) | Marketing Automation with AI (5 CPs)         | Conversational Marketing and Commerce (5 CPs) | International Persuasion and Negotiation (5 CPs) |

WS SS Mandatory modules Electives (Select two courses from the MIM master program or courses from other master's degree programs of Aalen University with permission)