SALES 4.0 | Master in International Sales Management (MSc)

ESCP
BUSINESS SCHOOL

IT ALL STARTS HERE

BERLIN | LONDON | MADRID | PARIS | TURIN | WARSAW

ESCP
quick facts

6 ESCP campuses
in Berlin, London, Madrid, Paris, Turin, and Warsaw

Multi-accredited:
AACSB, EQUIS, EFMD MBA, EFMD EMBA, 5 European Higher Ed Standards

Over **140**
academic alliances in Europe and the world in 47 countries

8,000+
students in degree programmes representing

122
different nationalities

170
research-active professors representing over 33 nationalities across our campuses

5,000
high-level participants in customized trainings and executive education

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

A comprehensive
portfolio
of 46 programmes: Bachelor, MiM, 27 Specialised Masters, MBA, 2 PhDs, 12 Executive Masters, EMBA, Global EPhD, as well as a custom and open programme offer.

68,000+
active alumni in over 150 countries in the world

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
ESCP Berlin Campus

Admission **requirements**

- A Bachelor degree with a **minimum of 180 ECTS**
- A university background preferably in management, economics, social or natural sciences, or engineering. Graduates from non-quantitative subjects are also welcome to apply.
- 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)

2022 **fees**

- Tuition fees: 26,700 € (+ application fees)*
- Apply by 28 February 2022 to receive a 2,670 € Early Bird tuition reduction.

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

How **to apply**

1. **ONLINE APPLICATION**
   WWW.ESCP.EU
2. **PROFILE EVALUATION**
3. **PERSONAL INTERVIEW**
   IF ELIGIBLE

Your **contact**

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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
- Receive a renowned degree from a highly-ranked business school

This **full-time programme...**

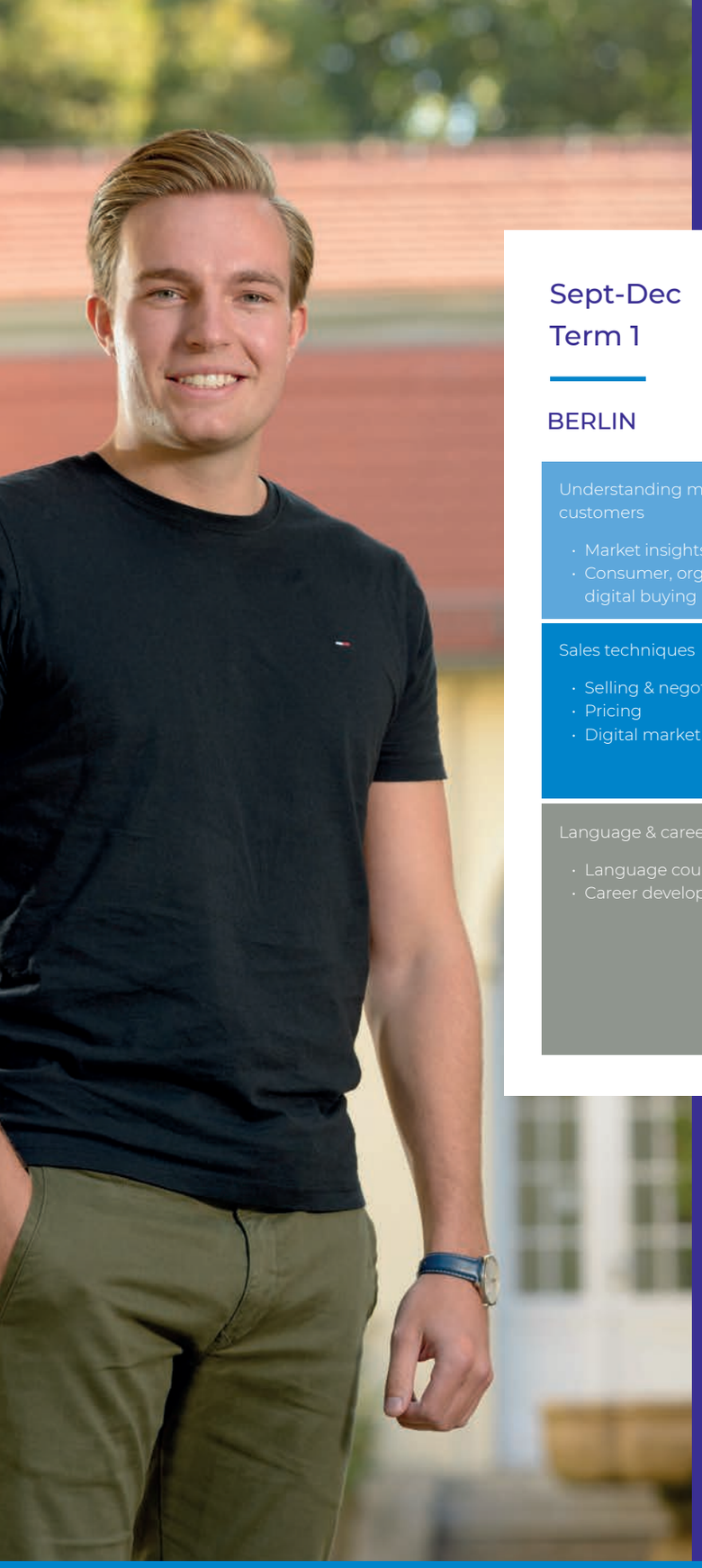
Provides you with knowledge on the following topics, for the pursuit of a career in digital marketing and sales:

- 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

> ***Studying Sales at ESCP gives me the opportunity to become an expert for the most fundamental and important activity of any business.***
>
> Magnus Hansen,
> Alumnus, Class of 2018

Strong **international dimension**

- Two-year full-time master programme in Berlin and Paris
- Taught in English with additional foreign language classes (different levels)
- Complete your internship or write your master thesis anywhere in the world
- A global faculty and international class mix



Your **curriculum**

Sept-Dec Term 1	Jan-April Term 2	May-July Term 3	Sept-Jan Term 4	Feb-April Term 5	May-July Term 6
BERLIN	BERLIN	PARIS	BERLIN	WORLDWIDE	WORLDWIDE
Understanding markets & customers · Market insights & data analytics · Consumer, organisational & digital buying	Sales force management · Leadership in international sales · Digitising the sales process	Channels & distribution · International channel management & retailing 4.0 · Digital supply chain management	Research & consultancy · Research methods · Managing complexity · Management of change & organisational behaviour	Master Thesis for MSc	Internship
Sales techniques · Selling & negotiations · Pricing · Digital marketing	International management · International management · Cross-cultural competence for sales	International marketing & trade · International marketing decisions · International law of distribution	Electives e.g. · Entrepreneurship · Corporate strategy · Business information systems · Tailored marketing · Business ethics		
Language & career development · Language courses · Career development	Electives e.g. · Financial reporting · Corporate finance · Economics for managers · Managerial accounting	Language & career development · Language courses	Consultancy project		
	Language & career development · Language courses				

Legend:

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

All courses are taught in English.

Career opportunities

Graduates of the SALES 4.0 – Master in International Sales Management are working in various positions for companies like Google, SAP, Accenture, Sony Music Entertainment, Bosch and Oracle.

Examples of positions:

- 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 2022

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 career counsellors to help you decide which sector and what kind of role would be right for you

Industries & Areas of Work

For example...

- Multinational companies
- Distributors, manufacturers, technology companies, digital solution providers, and digital businesses
- Export and import businesses
- Small & medium enterprises, family businesses, and startups
- Consulting firms

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ESCP benefits from the best international accreditations.
Our European campuses enjoy national recognition.

AACSB ACCREDITED | EQUIS ACCREDITED | EFMD ACCREDITED MBA | EFMD ACCREDITED EMBA | **5 European Higher Ed accreditations**

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