



Master of Science (MSc)

[SALES 4.0 | International Sales Management

ESCP

Quick facts

The World's

1st

Business School
(est. 1819)

6

European campuses in
Berlin, London, Madrid, Paris,
Turin, and Warsaw and a branch
campus in Dubai

Multi- accredited:

AACSB, EQUIS, EFMD MBA,
EFMD EMBA, 7 European
Higher Ed standards, UK and
Germany Degree Awarding
Powers

11,000

students in degree
programmes representing

135

different nationalities

220

research-active professors
representing over 40
nationalities across our
campuses

6,000+

high-level participants in
customised trainings and
executive education

A comprehensive

portfolio

of 50 programmes: Bachelor in
Management (BSc), Master in
Management, Specialised Masters
(MSc), MBA, Executive Masters,
EMBA, PhD and Executive PhD

150+

academic alliances in
Europe and the world in
50 countries

85,000

active alumni in
over 193 countries



Programme objectives

Like other elements of business, the selling and sales management landscape in the 21st century is constantly evolving thanks to significant technological, economic, and social forces. For these reasons, agile, ambitious, and culturally adept sales professionals are always in high demand.

By the time you are finished with this programme, 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



Dr. Jane Nikolitsch
ESCP Berlin Campus



Master in SALES 4.0 | International Sales Management (MSc)

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

- Are ready to launch your career in international sales, business development or marketing – areas known for rapid advancement opportunities and exceptional salary potential
- Want to master cutting-edge digital sales tools (including AI, big data, and IoT applications) that are reshaping how companies connect with customers globally
- Are ambitious about working across cultures and markets and want the expertise to help companies of any size succeed internationally
- Seek to develop both strategic thinking and practical skills to lead in multicultural, dynamic environments
- Value academic excellence combined with real-world application and want a recognised degree that opens doors to global opportunities
- Are ready for an intense experience that will position you as an indispensable leader that helps businesses grow



Key facts

- ⊕ **Degree:** Master of Science (MSc)
- ⊕ **Credit points:** 120 ECTS
- ⊕ **Study Locations:** Berlin and Paris
- ⊕ **International Seminar:** Houston, USA
- ⊕ **Language:** English
- ⊕ **Duration:** 24 months
- ⊕ **Start:** September 2026

Why choose this specialised MSc?

- 1. The perfect mix of theory and practice**
Benefit from world-class faculty, lecturers who are also professional practitioners, and hands-on experience with a company consultancy project and internship
- 2. A global experience for a global career**
Develop the adaptability, cultural intelligence, and global outlook that employers seek through our multi-country study model and international community
- 3. Career support and guidance designed around you**
Take advantage of expert career services on every campus, connecting you to leading employers and helping you shape a path that fits your goals
- 4. Nonstop adventures beyond the classroom**
Experience a dynamic student journey shaped by student clubs, networking events, city living, European travel, and cross-campus opportunities
- 5. ESCP's 200-year legacy and worldwide reach**
Founded in 1819 and consistently ranked among Europe's top business schools, we've built a thriving and influential network of 85,000+ alumni across 170+ countries.

Your curriculum

You'll learn through a **comprehensive blend** of traditional teaching methods – such as lectures, case studies, research, presentations, and group projects – combined with hands-on applications including consulting projects, simulations, role plays, a study trip, and company visits. Throughout you'll also gain practical experience with digital tools and software (e.g. CRMs, data analytics platforms, STATA, AI tools), preparing you for the tech demands of modern sales and marketing roles.

All courses are taught in English.



YEAR 1

Sept-Dec
Term 1

BERLIN

- Strategic marketing and methods for gaining market Insights
- Consumer behavior & organisational buying

- Selling & negotiations
- Pricing

Jan-April
Term 2

BERLIN

- Leadership in international sales
- Cross-cultural and digital sales competences

- International management decisions

Choice of 2 electives
(vary every year)

- Financial accounting & reporting
- Corporate finance
- Economics for managers
- Managerial control & management accounting

May-July
Term 3

PARIS

- International channel management & retailing 4.0
- Supply chain management

International marketing decisions

Language classes

YEAR 2

Sept-Jan
Term 4

BERLIN

Advanced Research Skills

Choice of 2 electives
(vary every year)

- Strategic management
- Business information systems
- Business ethics
- Entrepreneurship
- Luxury marketing

Company consultancy project

Feb-April
Term 5

WORLDWIDE

Master Thesis for MSc

May-Aug
Term 6

WORLDWIDE

Internship

Legend: ■ Sales ■ International ■ General ■ Research ■ Skills



Spotlight Company Consultancy Project (CCP)

The CCP bridges academic learning with real-world impact. Working in diverse teams guided by an adviser, **you'll tackle real business challenges and deliver actionable recommendations** to companies, creating results you can showcase to future employers.

This intensive project develops highly valued skills: project management, data analysis, strategic thinking, client interaction, and executive presentations. You'll gain authentic consulting experience while expanding your capabilities and establishing valuable career connections.

Past examples of CCPs include:

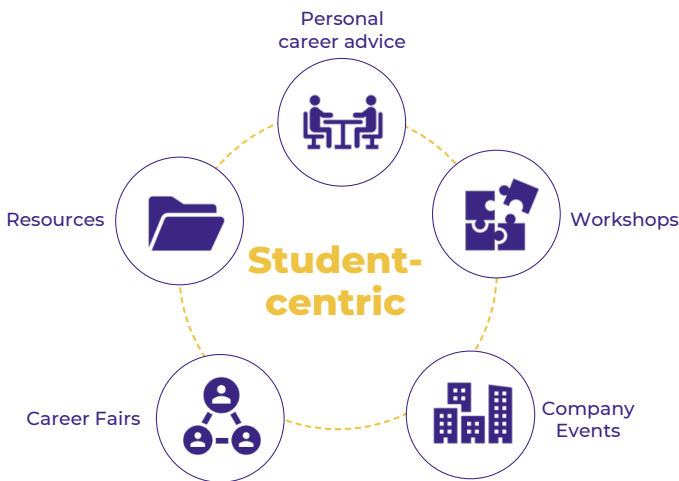
- Developing a market validation strategy and go-to-market plan for an AI-powered sustainable investment platform
- Conducting market research and strategic analysis to forecast trends and high-growth segments in the skincare industry
- Creating a go-to market and sales strategy for a gluten-free bakery product line in the German market
- Developing B2C and B2B brand positioning and awareness strategy for a workwear brand

ESCP's European Careers Centre

Empowering careers, linking talents

Our extensive Careers Centre is a distinct advantage of studying at ESCP. With **30 dedicated advisors** across **5 campuses**, the Careers Centre provides tailored support to help you define your goals, sharpen your profile, and access global opportunities.

Through personalised coaching, international job fairs, and exclusive networking events, you'll connect with top companies across sectors – giving you a competitive edge that'll accelerate your professional success.



"Sales often represents the 'make or break' factor for early-stage entrepreneurial ventures. This understanding solidified for me the importance of mastering sales. I also recognized that sales frequently serves as a door opener to various other strategic functions."

Nico Sibler

Agency Lead, Strategic Partnerships DACH at Google Germany
Class of 2018



Career opportunities



In today's globally connected marketplace, sales leaders play a pivotal role in driving business growth and enabling international success. Companies are looking for professionals who can confidently navigate complex markets and deliver measurable outcomes.

The SALES 4.0 | Master in International Sales Management positions you at the forefront of this strategic priority. Graduates are well-prepared to pursue careers in all type of organisations as a:

- International sales and marketing executive
- Sales consultant
- Digital marketing manager
- Sales engineer
- Business development manager
- Sales operations manager
- Key account/customer success manager
- Country sales director
- Digital trading manager

First positions of some of our graduates include:

Account Strategist – Consultant – Sales Manager – Digital Marketing Manager – Outreach Manager – Sales Manager, DACH Region – Founder – Commercial Operations Specialist – Specialist Head of International Sales – Account Executive – Junior Merchandising Planner – Sales Development Representative – Senior Business Development Manager – Category Coordinator – International Business Developer – Digital Transformation Consultant – Senior Business Analyst

Where will you study?

The SALES 4.0 | Master in International Sales Management takes you to three dynamic cities, each offering a unique perspective on innovation, technology, and global commerce. Immersing yourself in these diverse environments sharpens your ability to navigate intercultural markets and equips you with the insight, agility, and network needed to drive international sales expansion in an ever-evolving business landscape.



Berlin, Germany

Primary location

Europe's start-up capital where the past meets the future with bold ideas, tech pioneers, and sustainable living



Paris, France

One term

A global business hub with enduring heritage, and a thriving entrepreneurial scene



Houston, USA

One-week international seminar

Learn about digitising the sales process at the University of Houston's C.T. Bauer College of Business

Kickstart your career in Europe

Graduates of this master programme automatically qualify for an 18-month residence permit in Germany for which no employer sponsorship is needed.

"I wanted to switch careers and gain expertise in key areas like selling, negotiation, pricing, strategy, sales controlling, marketing, and consumer psychology. My passion for sales and desire to grow beyond hospitality led me to apply for the MISM programme."

Valeria Sklyarova, Sales Development & Revenue Growth at Kellanova
Russia
Class of 2019



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
- 0-2 years of full-time, postgraduate work experience

2026 fees

- Tuition fees: € 15,500 / year
- Service fee: € 1,650 / year
- Application fee: € 130

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

How to apply

1



ONLINE APPLICATION

WWW.ESCP.EU/MISM

2



ON-DEMAND VIDEO ASSESSMENT

3



PERSONAL INTERVIEW
IF ELIGIBLE

Your contact



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www.escp.eu/mism



Master of Science (MSc)

SALES 4.0 | International Sales Management

ESCP benefits from the best **international accreditations**.



AACSB
ACCREDITED



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ACCREDITED



EFMD | **MBA**
ACCREDITED



EFMD | **EMBA**
ACCREDITED

Each of our European and international campuses benefits from **national recognition** in higher education.

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BRANCH CAMPUS DUBAI

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