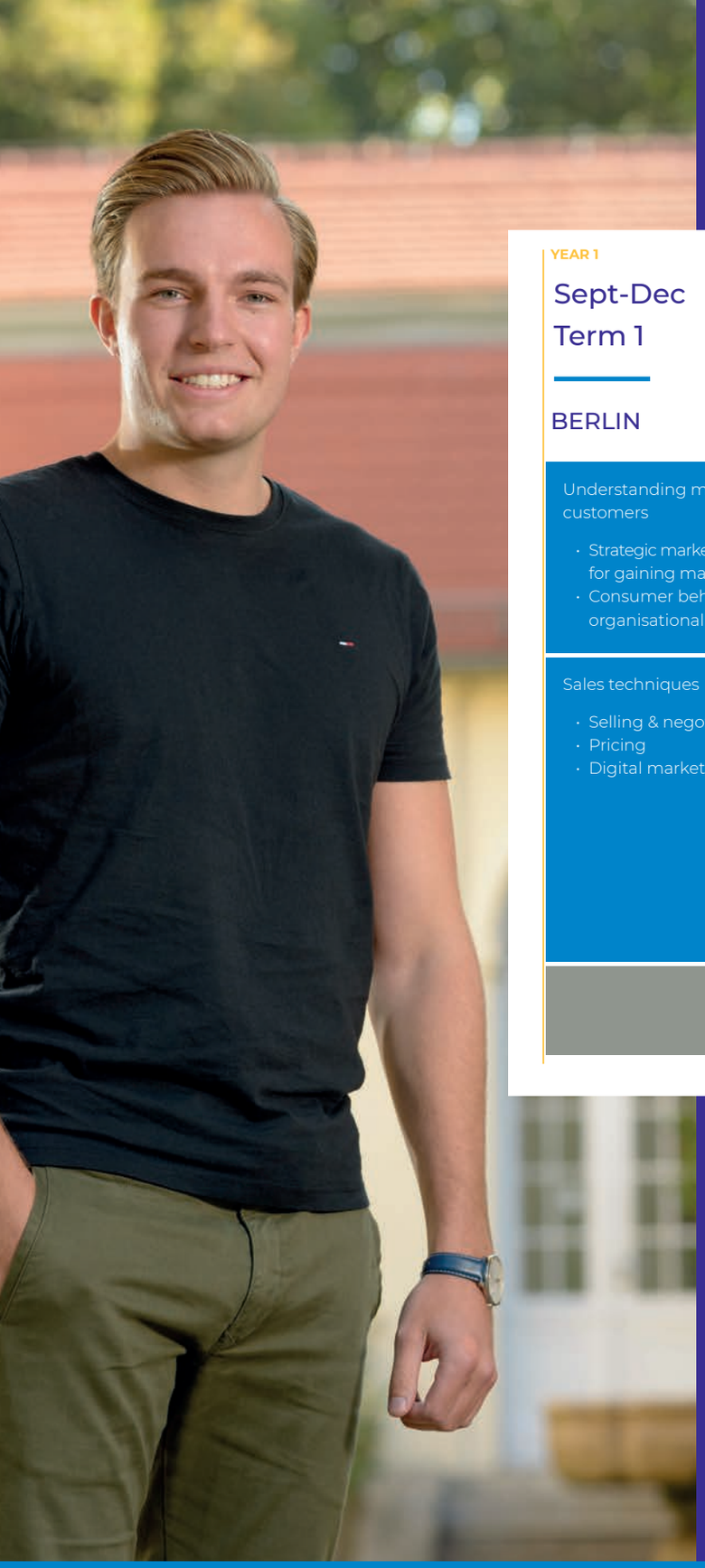


Your **curriculum**

YEAR 1

Sept-Dec Term 1	Jan-April Term 2	May-July Term 3
BERLIN	BERLIN	PARIS
Understanding markets & customers · Strategic marketing and methods for gaining market Insights · Consumer behavior & organisational buying	Sales force management · Leadership in international sales · Digitising the sales process (at C.T. Bauer College of Business, University of Houston)	Channels & distribution · International channel management & retailing 4.0 · Supply chain management
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. · Financial accounting · Corporate finance · Economics for managers · Managerial accounting & control	
Language & career development		

YEAR 2

Sept-Jan Term 4	Feb-April Term 5	May-Aug Term 6
BERLIN	WORLDWIDE	WORLDWIDE
Research & complex systems · Research methods · Problem solving and decision making · The organisational transition to sustainabiility	Master Thesis for MSc	Internship
Electives e.g. · Strategic management · Business information systems · Business ethics · Entrepreneurship · Technology entrepreneurship · Luxury marketing		
Company consultancy project		

Legend:

- Sales & digitisation
- International
- Electives
- Research
- Career prep

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