



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



IT ALL STARTS HERE

BERLIN | LONDON | MADRID | PARIS | TURIN | WARSAW

# ESCP quick facts

The World's

## 1st

Business School  
(est. 1819)

## Multi- accredited:

AACSB, EQUIS, EFMD MBA,  
EFMD EMBA, plus 6 national  
recognitions

Over **145**

academic alliances in Europe  
and the world in 48 countries

## 10,000+

students in degree  
programmes representing

## 135

different nationalities

## 200

research-active professors  
representing 33 nationalities  
across our campuses

## 6,000

high-level participants  
in customised trainings  
and executive education

## 6

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

A comprehensive

## portfolio

of 48 programmes: Bachelor, Master  
in Management, 28 Specialised  
Masters, MBA, 2 PhDs, 13 Executive  
Masters, EMBA, Global Executive  
PhD, as well as a custom and open  
programme offer.

## 80,000+

active alumni in  
over 190 countries  
in the world



## Programme objectives

Like other elements of business, the selling and sales management landscape in the 21<sup>st</sup> 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 the 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



*Dr. Erik Hermann*  
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
- Work experience not required (if given, a maximum of 2 years is recommended)

## 2024 fees

- Tuition fees: € 14,670 /year
- Service fee: € 1,000 / year
- Application fee: € 130

Apply by 29 February 2024 to receive an Early Bird tuition fee reduction of 10%.

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

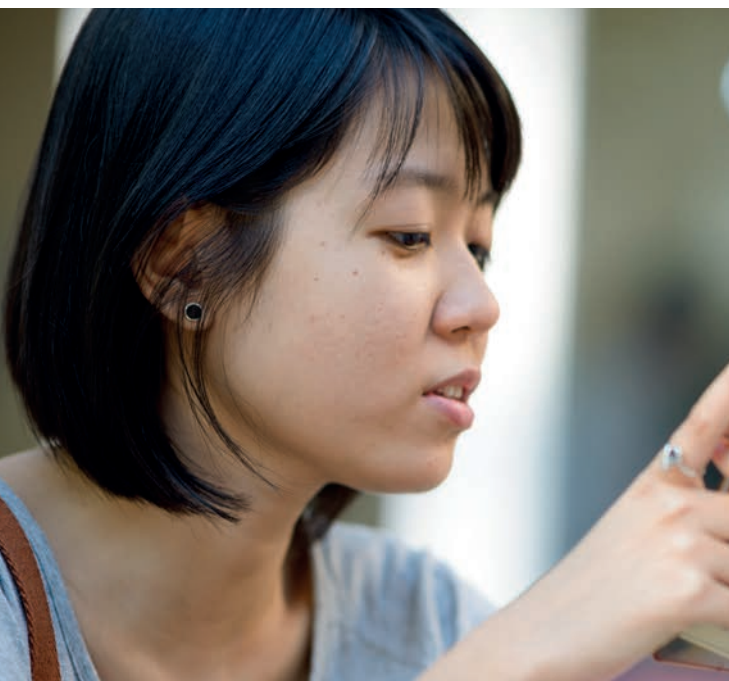
## How to apply

-   
**1**  
**ONLINE APPLICATION**  
[WWW.ESCP.EU/MISM](http://WWW.ESCP.EU/MISM)
-   
**2**  
**PROFILE EVALUATION**
-   
**3**  
**PERSONAL INTERVIEW**  
IF ELIGIBLE

## Your contact



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WhatsApp +49 (0)152 225 93 093  
[www.escp.eu/mism](http://www.escp.eu/mism)



# 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

## Strong international dimension

- Two-year full-time master programme in Berlin and Paris
- International Seminar in Houston/Texas
- 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



*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

# Your curriculum

YEAR 1			YEAR 2		
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
<b>Understanding markets &amp; customers</b> <ul style="list-style-type: none"> <li>Market insights &amp; data analytics</li> <li>Consumer, organisational &amp; digital buying</li> </ul>	<b>Sales force management</b> <ul style="list-style-type: none"> <li>Leadership in international sales</li> <li>Digitising the sales process (at C.T. Bauer College of Business, University of Houston)</li> </ul>	<b>Channels &amp; distribution</b> <ul style="list-style-type: none"> <li>International channel management &amp; retailing 4.0</li> <li>Digital supply chain management</li> </ul>	<b>Research &amp; consultancy</b> <ul style="list-style-type: none"> <li>Research methods</li> <li>Problem solving</li> <li>Change for sustainability</li> </ul>	<b>Master Thesis for MSc</b>	<b>Internship</b>
<b>Sales techniques</b> <ul style="list-style-type: none"> <li>Selling &amp; negotiations</li> <li>Pricing</li> <li>Digital marketing</li> </ul>	<b>International management</b> <ul style="list-style-type: none"> <li>International management</li> <li>Cross-cultural competence for sales</li> </ul>	<b>International marketing &amp; trade</b> <ul style="list-style-type: none"> <li>International marketing decisions</li> <li>International law of distribution</li> </ul>	<b>Electives e.g.</b> <ul style="list-style-type: none"> <li>Entrepreneurship</li> <li>Corporate strategy</li> <li>Business information systems</li> <li>Tailored marketing</li> <li>Business ethics</li> </ul>		
<b>Language &amp; career development</b> <ul style="list-style-type: none"> <li>Language courses</li> <li>Career development</li> </ul>	<b>Electives e.g.</b> <ul style="list-style-type: none"> <li>Financial reporting</li> <li>Corporate finance</li> <li>Economics for managers</li> <li>Managerial accounting</li> </ul>	<b>Language &amp; career development</b> <ul style="list-style-type: none"> <li>Language courses</li> </ul>	<b>Company Consultancy project</b>		
	<b>Language &amp; career development</b> <ul style="list-style-type: none"> <li>Language courses</li> </ul>				

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
- **International Seminar:** Houston
- **Language:** English
- **Duration:** 24 months
- **Start:** September 2024

## 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

# SALES 4.0 | Master in International Sales Management (MSc)

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



**6 national  
recognitions**

## **BERLIN**

Heubnerweg 8–10  
14059 Berlin, Deutschland

## **LONDON**

527 Finchley Road  
London NW3 7BG, United  
Kingdom

## **MADRID**

Arroyofresno 1  
28035 Madrid, España

## **PARIS CHAMPERRET**

8 Av. de la Prte de Champerret  
75017 Paris, France

## **PARIS MONTPARNASSE**

3, rue Armand Moisant  
75015 Paris, France

## **TURIN**

Corso Unione Sovietica, 218 bis  
10134 Torino, Italia

## **WARSAW**

c/o Kozminski University  
International Relation Office  
57/59 Jagiellońska St.  
03-301 Warsaw, Poland