

# Master in Management

#gobeyond



Choose your  
language and  
specialization

## Specialization in **Sales & Marketing**

The specialization will **focus on** the acquisition of relevant **skills and competencies** that distinguishes effective sales and marketing managers in the face of the 21<sup>st</sup> century.

### What will you learn?

- Become confident in organizing, managing and developing sustainable market strategies
- Gain expertise in sales force management and organizations
- Conduct market research and learn the real needs of your customers
- Create world class customer experiences
- Design professional brand strategies and marketing plans
- Improve your innovative and creativity skills
- Capitalize business opportunities offered by digital marketing and entrepreneurship ideas
- Learn to be innovative and entrepreneurial focused (through simulation, business games, contests: Nokia, BB, Novartis, etc.)
- Learn how to make effective marketing decision making in a fast-pace environment
- Expand your network and develop your networking skills by studying in a multicultural environment

### Language of instruction

- **February:** English
- **September:** English or Spanish

### Who are the top employers of our Sales & Marketing students?

