### Master in Management #gobeyond

# Specialization in Sales & Marketing

Choose your language and specialization

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?

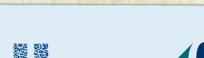
- Become confident in organizing, managing and developing sustainable market strategies
- Gain expertise in sales force management and organizations
- Conduct market research and learn the real needs of your customers
- Create world class customer experiences
- Design professional brand strategies and 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

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• September: English or Spanish





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











