The specialization will focus on the acquisition of relevant skills and competencies that distinguishes effective sales and marketing managers in the face of the 21st 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?

[Company logos: Unilever, Carrefour, P&G, adidas, Johnson & Johnson, Nivea, L’Oréal, Elizabeth Arden, LVMH]