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 students?

- Unilever
- Carrefour
- P&G
- Adidas
- Johnson & Johnson
- Nivea
- L’Oréal
- Elizabeth Arden
- LVMH
- UNICEF