

# At a Glance

## Your Profile

Seek an international career in different working fields and enjoy the challenge of working in a demanding environment.

## Degree

Master of Arts (M.A.) in International Marketing and Sales

## Duration

- Three semesters including one to prepare your master thesis
- Total scope of 90 ECTS

## Admission Criteria

- A bachelor's degree from a state-recognized or -accredited higher learning institution
- A minimum of German GPA 2,5
- A minimum of C1 level English. Official tests e.g. TOEFL, TOEIC, IELTS are accepted or equivalents.
- A minimum of C1 level German. Official tests e.g. TestDaF, Goethe Certificate are accepted or equivalents.
- At least 50 per cent of the Credit Points from the bachelor's degree in business or economics related fields

## Dates and Deadlines

The program admits students only once a year in winter semester.

The last date for the receipt of the application is July 15th of every year.

## Application

You can apply directly online (German applicants) or mail the documents (foreign applicants) to:

Admission Office  
Hochschule Aalen  
Beethovenstraße 1  
73430 Aalen

☎ +49 (0) 7361 576-1299

✉ [zulassungsamt@hs-aalen.de](mailto:zulassungsamt@hs-aalen.de)

🌐 [www.hs-aalen.de/bewerbung](http://www.hs-aalen.de/bewerbung)

## The University

Aalen University is one of the leading research institutions among the Universities of Applied Sciences in Baden-Württemberg. One of the key missions of Aalen University is to deliver a focused education to our 5,600 students by combining the developments in industry with the latest research findings.

## More

The institution builds on this tradition by expanding its research capabilities and intensifying its relationship with firms. We offer an attractive, modern environment to students. Therefore Aalen University is the first choice to those who seek industry-focused education with an eye towards the globe.



[www.hs-aalen.de/s/mim](http://www.hs-aalen.de/s/mim)



# Contact

Program Coordinator

**Prof. Dr. Jae-Aileen Chung**

Phone +49 (0) 7361 576-2390

[Jae-Aileen.Chung@hs-aalen.de](mailto:Jae-Aileen.Chung@hs-aalen.de)

Departmental Office



**Claudia Klement**

Phone +49 (0) 7361 576-2305

[Claudia.Klement@hs-aalen.de](mailto:Claudia.Klement@hs-aalen.de)



 **Hochschule Aalen**  
Technik und Wirtschaft

## International Marketing and Sales

*Master of Arts (M.A.)*

1806-V04



# Master of Arts International Marketing and Sales

The field of marketing and sales is experiencing a series of challenges and opportunities: servitization, emergence of new data technologies, price pressures, and increased M&As. As a response, the M.A. International Marketing and Sales program (MIM) program builds upon the classic skills of marketing and sales, such as identifying customers through market analysis and achieving the best end value for both the customer and the company, to train students to devise and implement practical but innovative marketing and sales strategies.

## Course of Study

Designed to be completed within three semesters. The first two semesters consist of two types of courses: first, required fundamental courses; second, elective courses to reflect specialization, some of which can be selected from other business master's programs. In the third semester, the thesis is completed under supervision.



## Program Plan

### Competencies

The MIM master program raises the standard of marketing and sales, especially in the service markets.

- It incorporates market demand, expands teaching into managing impression, analyze the current training trends and research on marketing and sales development.
- Our global network is a platform to connect students, corporate executives and faculty members. Our strong community leads to a strong community network. Students get prepared and connected for a successful career path.

### Teaching Philosophy

Our objective is to develop students' skill to understand the latest research and insights and to use those tools by applying them to real business problems. To achieve that goal of active learning, we offer our students a small, interactive classroom experience, coupled with a variety of teaching formats, like lectures, group and individual projects, and research opportunities.

### Career Opportunities

After the program, MIM students will be prepared for diverse career paths, including product management, sales and account management, and strategic market planning.

During your program, you will have acquired practical know-how, analytical skills, and a deepened knowledge-set of a specialist and therefore you can join either an operational department in a firm or a strategic one:

- Sales
- Marketing
- Business strategy
- Product management
- Consulting

## Program Overview

Semester	CPs	Course Details					
3	30 CPs	Masterthesis					
2	30 CPs	Qualitative Research in Business (5 CPs)	Marketing & Sales in New Manufacturing (5 CPs)	Distribution Law (5 CPs)	Practical Business Software (5 CPs)	Total Customer Management (5 CPs)	International Economics & Markets (5 CPs)
1	30 CPs	Research in Business (Research Methods) (5 CPs)	New Channels and Customers (5 CPs)	Quantitative Marketing (5 CPs)	Managerial Economics & Pricing (5 CPs)	Servitization & Digitization (5 CPs)	Persuasion & Negotiation (5 CPs)

■ Research Methods (mandatory)   
 ■ Mandatory modules   
 ■ Electives (Select two courses from the MIM master program or courses from other master's degree programs of Aalen University with permission)