



**EUROPEAN
INTERNATIONAL
UNIVERSITY**

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MASTER of BUSINESS ADMINISTRATION in MARKETING & SALES

NATIONALLY AUTHORIZED & INTERNATIONALLY ACCREDITED



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Council for
Business
Education**



**BUSINESS
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RECOGNITION & ACCREDITATION

The European International University (EIU) – Paris, is a private higher education establishment authorized by the French Ministry of National Education, Higher Education, Research, and Innovation, in accordance to and in compliance with the French Education Act: Code de l'Education Articles L 444-1 to 444-11 and R 444-1 to 444-28, as well as INTERNATIONALLY ACCREDITED by the Accreditation Service for International Schools, Colleges, and Universities (ASIC), a U.K. Government recognised international accreditation body.

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PROGRAMME OVERVIEW

The **MBA in Marketing & Sales programme** builds managers who master the marketing and sales process. The programme is designed for mastering all operational and behavioral fundamentals such as the marketing and sales processes, the design and implementation of successful strategies and tactics, and the use of management and productivity tools. Areas such as how to design successful sales and marketing strategies and how to effectively address marketing and sales decisions are given importance to. Finally, the implementation of different sales and marketing tools are studied through the programme. In addition, students will enhance their knowledge and skills to address modern marketing challenges, develop successful marketing and sales strategies and plans, gain “hands-on” sales experience, master marketing and sales tools and techniques, and develop networking opportunities in the international market.

PROGRAMME BENEFITS

- To enable the advanced study of organizations, their management and the changing external context in which they operate.
- Equip individuals for and/or development of a career in business and management by developing skills at a professional or equivalent level to assume senior managerial and leadership positions in business.
- Development of the ability to apply knowledge and understanding of business and management to complex issues, both systematically and creatively, to improve business and management leadership and practice.
- Enhancement of lifelong learning and personal development so as to be able to work with self-direction and originality and to contribute to business and society at large.

CORE MODULES

1. MGT510: Managerial Accounting
2. MGT520: Managing Business Strategy
3. MGT530: Human Capital Management
4. MGT540: Marketing Management
5. MGT550: Managing Operations
6. MGT560: Leading Organization
7. MGT570: Financial Management
8. MGT580: Project Management

DURATION

12-18 MONTHS

TUITION FEE

€1,499.00

AWARD SAMPLE



EIU Incorporation Address: 66 Avenue des Champs Elysées 75008 Paris, France

EIU Paris Campus: 59 Rue Lamarck 75018 Paris, France

EIU Corporate Strategy & Operations Headquarter: 12th Floor, Amarin Tower,

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