



Sales and Marketing Bachelor of Arts

Hochschule Niederrhein – a strong and innovative partner
Let's discover a new way of learning. Together.

Degree Course Sales
and Marketing

Graduation
Bachelor of Arts, B.A.

Start of study program
Winter Semester

Place of study
Campus Mönchengladbach, NRW, Germany

Way of study

- Problem Based Learning method
- Lectures in small groups, max. 30 students
- Hybrid teaching scenarios
- Real life case studies in cooperation with leading companies of the region

What makes us unique

Our students will get provision from a brand new way of learning that will have a significant impact on their professional growth.

We do believe in the power of coaching and are more than thrilled to present you our new Sales & Marketing bachelor program, that is not only meeting current business demands but is characterised by practically oriented teaching scenarios organized to provide education in small classes.

Through real-life cases studies, we train our student's entrepreneurial skills and make sure, they are best prepared to write their very own successstory.

Curriculum

Optional Module	Economic Policy & International Economic Framework	Colloquium	Bachelor Thesis	6		
Internship or Study Abroad				5		
Marketing Information Systems & Customer Relationship Management	E-Commerce	Social Media & Marketing Communication online	Big Data	Language II b)	Business Simulation	4
International Management	Sales Law	Business Informatics	Brand Management & Product Management	Language II a)	Business Project III: Company Tasks	3
Procurement & Supply Chain Management	Sales Management	Accounting	Applied Statistics & Market Research	Language I b)	Business Project II: Sales Concept Development	2
Marketing	Sales	Business & Economics	Applied Mathematics & Pricing	Language I a)	Business Project I: Project Management, Digital Work & Communication	1
Business Fundamentals	Mobility	Skills	Language	Business Projects		

Your Contact

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