



Universidad
Europea

Master's
Degree in

Sales and Commercial
Management

Go Beyond

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Campus



Madrid. VILLAVICIOSA CUTTING-EDGE FACILITIES AND RESSOURCES IN A UNIQUE ENVIRONMENT

Enjoy a unique experience at our biggest campus. A International entourage with amazing facilities equipped with cutting edge technologies and ressources.



Madrid. ALCOBENDAS BUSINESS AND UNIVERSITY IN ONE CAMPUS

A Campus that brings to you the professional reality, allowing the students an easier jump to the professional world thanks to our professional agreements. The meeting point in which new business initiatives and curious minds converge.



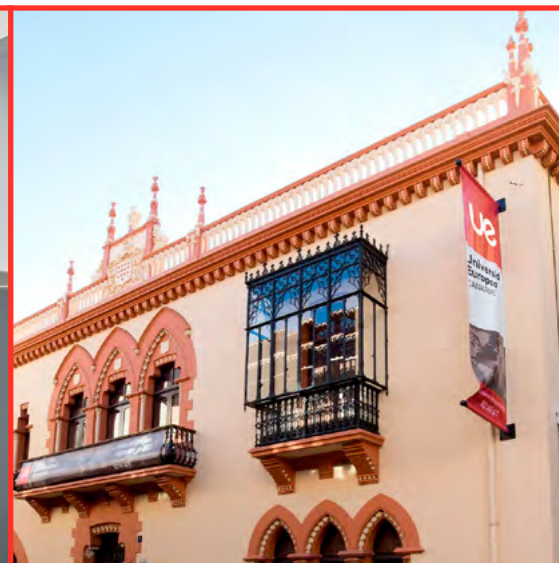
Innovation. IN THE HEART OF VALENCIA

We grow because we believe in you. We're opening a new building to motivate you to reach your dreams.



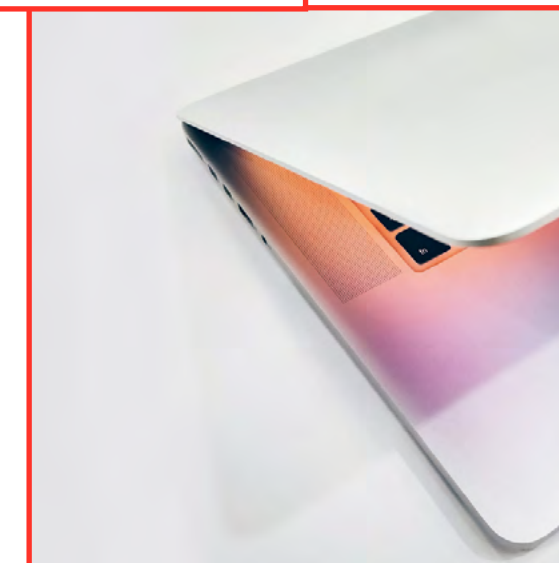
Graduate School. UNIVERSIDAD EUROPEA

Do you dream about working in a field that you're truly passionate about? Get your education at the only Postgraduate School specialized in sports. Don't just dream, get ready.



Orotava, WHERE YOU'LL BECOME.

The latest technology makes the historical Salazar House the best place to achieve your dreams.



Online. UNIVERSIDAD EUROPEA ONLINE.

100% online taught programmes: the flexibility you need. Train yourself at your own pace in a leading University in Innovation and Academic Quality.



Boost your career



We create professionals

Faithful to its innovative vocation, and with the aim of enhancing your skills and guaranteeing your employability, the school promotes an academic model connected to the professional world, eminently practical and of high academic quality.

Develop what you have learned in the classroom just as you will do in your day to-day.

33%

International students.

Which enriches the exchange of experiences and the possibilities of do global networking.

14.000

Internship agreements.

Thanks to the agreements with the main companies of each sector you will be able to put your knowledge into practice and live a unique work experience.

69%

Faculty.

The teaching staff is composed of professionals who combine their teaching activity with professional practice.



Universidad Europea
Certificates:



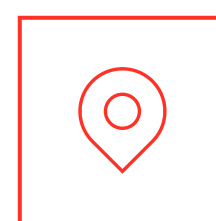
Master's Degree in Sales and Commercial Management

Take the leap your career needs and become the Commercial Director of the Future.

The area of sales is vital in any company's digital transformation process; new technologies have changed consumer behaviour, creating new business models and sales channels, which makes a specialised sales team essential.

The Master's Degree in Sales and Commercial Management aims to provide students with the knowledge required to develop a commercial management model aligned with the company's strategic and transformation plan. You'll learn to analyse the opportunities that exist in other traditional or emerging markets, and to maintain close collaboration with key areas within the organisation: marketing, logistics, finance, among others.

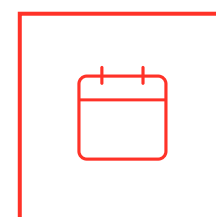
Furthermore, you'll develop leadership skills focused on boosting team confidence through inspiration and motivation, in order to implement a business plan that ensures the company's key objectives are met.



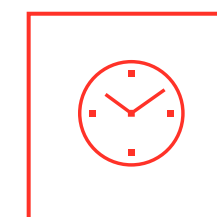
LOCATION
Alcobendas



MODALITY
On campus



START DATE
October



DURATION
9 months



LANGUAGE
English



ECTS
60



Why study this Master's Degree?

Master's Degree in Sales and Commercial Management



Experiential learning

Our comprehensive training is based on theoretical and practical learning, guiding you towards positions of responsibility through solid technical knowledge and the development of managerial skills and abilities.



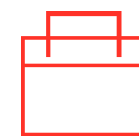
Analysis tools

You'll use advanced analytical techniques for market segmentation and product positioning, as well as data analysis tools such as CRM or Google Analytics, in order to predict, simulate, optimise or test results.



Learn from the best

Our teaching team is made up of current and former executives with extensive professional experience in important organisations, who will give you an insight into the reality of the business world. This includes 23 executives from the sales and commercial departments of companies such as Banco Santander, Telefónica, Bankinter, among others.



Internship

You'll have the chance to enter the selection processes of partner companies, for both internships and employment.



Global perspective of business, market and trends

You'll gain understanding on a global level, which is crucial for companies with international operations or expansion plans. You'll also learn how to implement a sales plan, design financial control, and analyse markets and trends.



Neuro-linguistic programming (NLP) and neuro-selling

The course includes training in neuro-linguistic programming (NLP) and neuro-sales that can improve understanding of consumer behaviour and increase the effectiveness of sales techniques.

Skills development and networking

- You'll develop strategic, leadership and team management skills.
- You'll learn how to create effective business strategies.
- You'll learn how to lead, motivate and manage sales teams, which is key to commercial success.
- You can engage in networking and secure work opportunities thanks to an actively working teaching staff.
- You'll boost your job opportunities with key training in the business world.



Course programme

Master's Degree in Sales and Commercial Management

MODULES	
Module I	
Skills and abilities of sales managers.	
<hr/>	6 ECTS
Module II	
Planning and management of sales teams.	
<hr/>	6 ECTS
Module III	
Neuroscience and consumer research.	
<hr/>	6 ECTS
Module IV	
Commercial distribution and logistics.	
<hr/>	6 ECTS
Module V	
New management and customer relationship tools.	
<hr/>	6 ECTS
Module VI	
Integrating digital channels into the commercial strategy.	
<hr/>	6 ECTS

MODULES	
Module VII	
Sales and negotiation techniques.	
<hr/>	6 ECTS
Module VIII	
The sales plan within the strategic marketing plan.	
<hr/>	6 ECTS
Module IX	
Internship.	
<hr/>	6 ECTS
Module X	
Master's Thesis.	
<hr/>	6 ECTS



Career opportunities

Master's Degree in Sales and Commercial Management

The programme will equip you with a range of knowledge and skills that will enable you to lead sales teams in any industry.

You'll be qualified for the following positions:

- Sales/Commercial Director.
- Growth/Expansion Director.
- Regional Director.
- Business Development Manager.
- Head of Sales/Sales Manager.
- Account Supervisor/Executive.
- Commercial Advisor/Analyst.
- Trade Marketing Manager.
- Key Account Manager.



Admissions process

The admissions process for **Universidad Europea** programs runs throughout the whole year, although enrollment in all graduate programs depends on the availability of places.

For personalized guidance, you can go to either of our university campuses (**Alcobendas or Villaviciosa de Odón**), or contact us via phone: **(+34) 91 740 72 72** or e-mail: postgrado@universidadeuropea.es to receive advice from the Graduate Degree Admissions staff.

Once candidates have received guidance and have provided the necessary documentation, the Graduate Degree Admissions staff will send them a date for a **personal interview** with the Workshop Program Director or a member of the Admissions Committee.

The admissions process does not involve any costs or commitment for candidates, until their place is formally reserved.





**Universidad
Europea**

**How far can
you go?**

However far you want

Go Beyond



Universidad Europea de Madrid

Campus de Villaviciosa de Odón

C/ Tajo, s/n, 28670.

Villaviciosa de Odón, Madrid

Campus de Alcobendas

Av. Fernando Alonso, 8, 28108.

Alcobendas, Madrid

Teléfono: (+34) 91 740 72 72

Atención al estudiante: (+34) 91 414 66 11

Universidad Europea de Valencia

Paseo de la Alameda, 7, 46010.

Valencia

Teléfono: (+34) 96 104 38 83

Atención al estudiante: (+34) 96 104 38 80

Universidad Europea de Canarias

Campus de La Orotava

C/ Inocencio Garcia, 1, 38300.

La Orotava, Tenerife

Teléfono: (+34) 92 209 70 91

Atención al estudiante: (+34) 92 298 50 06

Instalaciones Santa Cruz de Tenerife

Calle Valentín Sanz, 22, 38002.

Santa Cruz de Tenerife

Teléfono: (+34) 92 244 26 31

Atención al estudiante: (+34) 92 244 26 34

Teléfono general inglés y español:

(+34) 91 740 72 72



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