

# M.A. Strategic Marketing Mgmt. ISM – Edinburgh Napier University

**ISM**  
INTERNATIONAL  
SCHOOL OF MANAGEMENT  
University of Applied Sciences



## German-British double degree

ISM students who opt for the program at Edinburgh Napier University spend their first two semesters at the ISM campus followed by one semester at Edinburgh Napier University. Here you study in modern and dynamic lecture rooms with international professors. Students who have achieved all the necessary credits for study and examinations are awarded a Master of Arts in Strategic Marketing Management from the ISM, and an additional degree in the program of their choice from Edinburgh Napier University. With this double degree program of the ISM you acquire two master's degrees within two years.

## Additional degrees available at Edinburgh Napier University

- M.Sc. in Marketing
- M.Sc. in Marketing with Digital Strategy

## Study language

Lectures are held in English at Edinburgh Napier University.

Edinburgh Napier  
UNIVERSITY



## Additional degree “M.Sc. in Marketing” or “M.Sc. in Marketing with Digital Strategy”

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### **3rd semester**

- 3 Compulsory Modules (20 Credits/10 ECTS each)
- Research Methods Module (Preparation for Master Thesis Idea)

### **Compulsory Modules for M.Sc. Marketing:**

- Principles and Practices of Marketing
- Marketing Communications
- Consumer Behavior

### **Compulsory Modules for M.Sc. Marketing with Digital Strategy:**

- Principles and Practices of Marketing
- Digital Analytic Strategy
- Marketing Communications or Consumer Behavior

Please note that courses and the course structure itself are subject to change by the international partner university.