

M.A. Strategic Marketing Mgmt.

ISM – INSEEC

ISM
INTERNATIONAL
SCHOOL OF MANAGEMENT
University of Applied Sciences



German-French double degree

ISM students who opt for the program at the INSEEC in Paris spend their first two semesters at the ISM campus followed by two semesters at the INSEEC. Here you can study in modern lecture rooms and libraries and reach several restaurants, cafés and bars on foot around the campus. Having completed two semesters at the ISM and two at INSEEC, students write their master's thesis during a six-month internship either abroad or in Germany. Having gained all the necessary credits for study and examinations, the ISM awards them a Master of Arts in Strategic Marketing Management from the ISM and INSEEC the Diplôme INSEEC/Grade de Master. With this double degree program of the ISM you acquire two master's degrees within two years.

Study language

Lectures are held in English or French at INSEEC.

Additional degree "Diplôme INSEEC/Grade de Master"

3rd semester

- Strategy
 - Management
- and
- 1 Major Specialization: International Business (Paris or Bordeaux)

4th semester

- Master's Thesis
- Compulsory Master Internship
- Exit TOEIC examination

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

