

M.A. Strategic Marketing Mgmt. ISM – Lancaster University

ISM
INTERNATIONAL
SCHOOL OF MANAGEMENT
University of Applied Sciences



German-British double degree

ISM students who opt for the program at Lancaster University spend their first two semesters at the ISM campus, followed by three trimesters at Lancaster University. Here you can study in modern lecture rooms and libraries and reach several shops, cafés bars and health services on foot around the campus. 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 Lancaster University. With this double degree program of the ISM you acquire two master's degrees within two years plus master's thesis.

Additional degrees available at Lancaster University

- M.Sc. in Human Resource and Knowledge Management
- M.Sc. in Digital Business, Innovation and Management
- M.Sc. in Management

Study language

Lectures are held in English at Lancaster University.



Additional degrees at Lancaster University

3rd trimester

- Mandatory modules of the chosen study program

4th trimester

- Mandatory and elective modules of the chosen study program

5th trimester

- Intensive Modules*
 - Master's Thesis/Project
- *depending on the program*

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