

# M.A. Strategic Marketing Mgmt. ISM – Pôle Léonard Vinci

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



## German-French double degree

ISM students who opt for the program at Pôle Universitaire Léonard de Vinci in France spend their first two semesters at the ISM campus, followed by one semester at Pôle Universitaire Léonard de Vinci and an internship. Here you can study in modern lecture rooms and libraries on an international campus. Students who have achieved all the necessary credits for study and examinations are awarded a Master of Arts in Strategic Marketing Management, and the Pôle Universitaire Léonard de Vinci the diplôme de l'École de Management Léonard de Vinci. With this double degree program of the ISM you acquire two master's degrees within two years plus master's thesis.

## Additional degree available at Pôle Universitaire Léonard de Vinci

- Le diplôme de l'École de Management Léonard de Vinci

## Study language

Lectures are held in English at Pôle Universitaire Léonard de Vinci.



### **3rd semester**

- Data Analytics and Market Insights
  - Experience Marketing and Merchandising
  - Supply Chain Management
  - ERP / CRM
  - Product Management and Innovation
  - International Business and Consumer Law
  - Luxury Marketing
  - B2B Marketing Projects
  - Knowledge Management and Innovation
  - Omni-Channel Strategies
  - Digital Sales Tools
  - Global Business Strategy
  - Sales Team Management
  - Key Account Management
  - Consultant Project
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- Internship
  - Thesis

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