

M.A. Strategic Marketing Mgmt. ISM – Universitat Ramon Lull

ISM
INTERNATIONAL
SCHOOL OF MANAGEMENT
University of Applied Sciences



German-Spanish double degree

ISM students who opt for the program at Universitat Ramon Lull spend their first two semesters at the ISM campus followed by two semesters at Universitat Ramon Lull (IQS). Here you can study in modern lecture rooms and libraries in small working groups. 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 a Master in International Marketing in a Digital Environment from Universitat Ramon Lull (IQS). With this double degree program of the ISM you acquire two master's degrees within two years.

Additional degree available at Universitat Ramon Lull (IQS)

- Master in International Marketing in a Digital Environment

Study language

Lectures are held in English at Universitat Ramon Lull.



UNIVERSITAT
**RAMON
LLULL**



Additional degree “Master in International Marketing in a Digital Environment”

3rd semester

- International Marketing Strategy
- Advanced Market Research
- Marketing Data Intelligence
- International Marketing Management Simulation
- Digital Marketing Strategies
- Social Media Management
- Master’s Thesis

4th semester

- International Brand Management
- International Product Development
- Mobile Marketing Applications
- Digital Marketing Communications
- Quantitative Methods**
- Qualitative Methods**

Elective Modules:

- Internship in Company
- Global Retail Management
- International Marketing Planning
- Advanced Digital Analytics

**If students select Quantitative Methods & Qualitative Methods they can later do their academic Master’s Thesis individually (= a thesis in the traditional sense). This is what ISM recommends! If students select only one of these two elective modules, then they have to create an international marketing plan of a company in groups of two students.

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