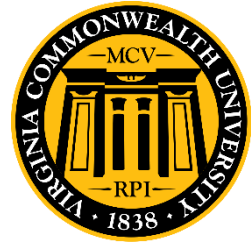


## M.A. Strategic Marketing Management ISM – Virginia Commonwealth University

### German-U.S. double degree

ISM students who opt for the program at Virginia Commonwealth University spend their first two semesters at the ISM campus, followed by two at Virginia Commonwealth University. Here you will study in modern lecture rooms 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 from the ISM, and the Master of Science in Business from Virginia Commonwealth University. With this double degree program of the ISM you acquire two master's degrees within two years + master's thesis.

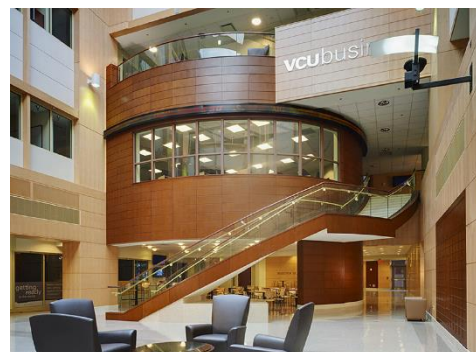


### Additional degrees available at Virginia Commonwealth University

- Master of Science in Business - Concentration in Global Marketing Management

### Study language

Lectures are held in English both at the ISM and at Virginia Commonwealth University.



## Additional degree “Master of Science in Business” specializing in Global Marketing Management

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### 3rd & 4th semester

#### *Required Core Courses*

- Marketing Management
- International Management
- International Marketing Planning Project
- Marketing Research
- Business Policy and Strategy

#### *Marketing Electives (select 3)*

- Concepts in Consumer Behavior
- Service Quality Management
- Digital Marketing
- Marketing Analytics
- Topics in Marketing
- Field Project in Marketing
- Guided Study in Business

#### *Non-Marketing Electives (select 2)*

- International Accounting
- Advanced International Economics
- Cases in Financial Management
- International Finance
- Electronic Commerce
- International Business Management
- Entrepreneurship
- Statistical Analysis and Modeling
- Applied Multivariate Methods
- Developing and Implementing Forecasting Methods for Business

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