

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

ISM
INTERNATIONAL
SCHOOL OF MANAGEMENT
University of Applied Sciences



German-U.S double degree

ISM students who opt for the program at Boston University spend their first two semesters at the ISM campus, followed by two at Boston University. Here you will study in modern lecture rooms at one of the world's best-known universities. 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 Boston 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 Boston University

- Master of Science in Financial Management
- Master of Science in Global Marketing Management
- Master of Science in Administrative Studies Concentration in Innovation & Technology
- Master of Science in Project Management

Study language

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



Additional degree “Master of Science in Financial Management” *(online option)*

3rd semester

- 4 mandatory courses of the chosen study program (courses tbc)

4th semester

- 4 mandatory courses of the chosen study program (courses tbc)

Additional degree “Master of Science in Global Marketing Management” *(online option)*

3rd semester

- 4 mandatory courses of the chosen study program (courses tbc)

4th semester

- 4 mandatory courses of the chosen study program (courses tbc)

Additional degree “Master of Science in Administrative Studies” specializing in Innovation & Technology

3rd semester

- 4 mandatory courses of the chosen study program (courses tbc)

4th semester

- 4 mandatory courses of the chosen study program (courses tbc)

Additional degree “Master of Science in Project Management” *(online only)*

3rd semester

- 4 mandatory courses of the chosen study program (courses tbc)

4th semester

- 4 mandatory courses of the chosen study program (courses tbc)

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