

M.A. Strategic Marketing Mgmt.

ISM – EM Normandie

ISM
INTERNATIONAL
SCHOOL OF MANAGEMENT
University of Applied Sciences



German-French double degree

ISM students who opt for the program at the Ecole de Management de Normandie (EM Normandie) spend their first two semesters at the ISM campus, followed by two semesters at EM Normandie. Here you can study in modern lecture rooms and libraries on an international campus. Students write their master's thesis while completing a six-month internship either in Germany or abroad. Students who have achieved all the necessary credits for study and examinations are awarded two master's degrees: Master of Arts in Strategic Marketing Management from the ISM, and an additional degree in the program of their choice from EM Normandie. 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 Ecole de Management de Normandie

Master in Management in:

- Digital Marketing & Sales (Dublin)
- Marketing and Digital in Luxury and Lifestyle (Paris)
- International Marketing and Business Development (Caen)

Study language

Lectures are held in English at Ecole de Management de Normandie.

