

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

ISM
INTERNATIONAL
SCHOOL OF MANAGEMENT
University of Applied Sciences



German-British double degree

ISM students who opt for the program at Cranfield University spend their first two semesters at the ISM campus, followed by three trimesters at Cranfield University. Here you can study in modern lecture rooms and libraries and reach several shops, cafés bars and health services on foot around the 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 Master of Science in Management from Cranfield University. 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 Cranfield University

- M.Sc. in Management

Study language

Lectures are held in English at Cranfield University.



Additional degree “M.Sc. in Management”

3rd & 4th trimester

Compulsory Core Modules:

- Economics for Managers
- Leading Corporate Sustainability
- Managing Operations
- Organisational Behavior: Application
- Evidence-based Management
- Strategic Management
- Accounting and Finance
- People Management and Leadership
- Strategic Marketing
- Management Consulting (taught in the course of the 4-week trip to Spain)
- Effective Cross-Cultural Management (taught in the course of the 4-week trip to Spain)

Two Elective Modules:

- Entrepreneurship
- Mastering Project Management
- Organisational Performance: Direction, Control and Measurement
- Supply Chain Management

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