

# M.A. Strategic Marketing Mgmt. ISM – USC Australia

**ISM**  
INTERNATIONAL  
SCHOOL OF MANAGEMENT  
University of Applied Sciences



## German-Australian double degree

ISM students who opt for the program at University of the Sunshine Coast spend their first two semesters at the ISM campus, followed by one semester at University of the Sunshine Coast. Here you can study in modern and innovatively equipped lecture rooms and have access to Australian libraries and facilities. 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 Management from University of the Sunshine Coast. With this double degree program of the ISM you acquire two master's degrees within two years.

## Study language

Lectures are held in English at University of the Sunshine Coast.

## Additional degree "Master of Management"

### 3rd semester

- Accounting for Managers
- Economics for Managers
- Managing People
- Corporate Governance, Ethics and Corporate Social Responsibility

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

