

# M.A. Strategic Marketing Mgmt.

## ISM – Bond University

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



### German-Australian double degree

ISM students who opt for the program at Bond University spend their first two semesters at the ISM campus, followed by two semesters at Bond University. Here you can study in modern lecture rooms and libraries and reach several restaurants, cafés and bars 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 a Master of Business majoring in Marketing Specialisation from Bond 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 Bond University

- Master of Business majoring in Marketing Specialisation

### Study language

Lectures are held in English at Bond University.



## Additional degree “Master of Business” specializing in Marketing

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### **3rd semester**

- Accounting Principles
- Managing Strategic Change
- International Human Resource Management
- Customer Analysis

### **4th semester**

- Economics for Business
- Analysis and Application
- Managerial Finance
- Managing People

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