

M.A. Strategic Marketing Management ISM – INSEEC

German-French double degree

ISM students who opt for the program at the INSEEC in Paris spend their first two semesters at the ISM campus followed by two semesters at the INSEEC. Here you can study in modern lecture rooms and libraries and reach several restaurants, cafés and bars on foot around the campus. Having completed two semesters at the ISM and two at INSEEC, students write their master's thesis during a six-month internship either abroad or in Germany. Having gained all the necessary credits for study and examinations, the ISM awards them a Master of Arts in Strategic Marketing Management, and INSEEC the Diplôme INSEEC/Grade de Master. With this double degree program of the ISM you acquire two master's degrees within two years.



Additional degree available at INSEEC

- Diplôme INSEEC/Grade de Master

Study language

All lectures at INSEEC are offered in English, and students also write their thesis in English.

Additional degree “Diplôme INSEEC/Grade de Master”

3rd semester

- Strategy
- Management
- Strategic Marketing & Innovation (Paris)

4th semester

- Master Internship (6 months)
- Master's Thesis
- Final Exam

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