

M.A. Strategic Marketing Management ISM – Universitat Ramon Llull

German-Spain double degree

ISM students who opt for the program at Universitat Ramon Llull spend their first two semesters at the ISM campus followed by two semesters at Universitat Ramon Llull. Here you can study in modern lecture rooms and libraries in small working groups. 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 in International Marketing in a Digital Environment from Universitat Ramon Llull. With this double degree program of the ISM you acquire two master degrees within two years.



Additional degree available at Universitat Ramon Llull

- Master International Marketing in a Digital Environment

Study language

Lectures are held in English both at the ISM and at Universitat Ramon Llull.

Additional degree “Master in International Marketing in a Digital Environment“

3rd semester

- International Marketing Strategy
- Advanced Market Research
- Marketing Data Intelligence
- International Marketing Management Simulation
- Digital Marketing Strategies
- Social Media Management

4th semester

- International Brand Management
- International Product Development
- Mobile Marketing Applications
- Digital Marketing Communications
- Elective Modules*
- Quantitative Methods
- Qualitative Methods
- Internship in Company
- Global Retail Management
- International Marketing Planning
- Advanced Digital Analytics

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