

M.A. Strategic Marketing Management ISM – Bond University

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 an additional degree in the program of their choice from Bond University. With this double degree program of the ISM you acquire two master's degrees within two years + master's thesis.



Additional degrees available at Bond University

- Master of Business majoring in
 - Marketing or
 - Non-Specialization

Study language

Lectures are held in English both at the ISM and at Boston University.



Additional degree “Master of Business” specializing in Marketing

3rd semester

- Entrepreneurship OR Strategy
- Analysis & Application
- Customer Analysis
- Building Customer Relationships

4th semester

- Managerial Finance
 - Economics for Business
 - Communication Strategies
- Select 1 out of 4*
- Internet and Social Media Marketing
 - Design Thinking and Ideation in Advertising
 - Strategic Sport Marketing
 - Social Media: Risks and Opportunities

Additional degree “Master of Business” – Non-Specialization

3rd semester

- Entrepreneurship OR Strategy
- Accounting Principles
- Analysis & Application
- 1x Business School Elective

4th semester

- Economics for Business
- Managerial Finance
- 2x Business School Elective

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