

M.A. Strategic Marketing Management ISM – Lancaster University

German-U.K. double degree



ISM students who opt for the program at Lancaster University spend their first two semesters at the ISM campus, followed by two semesters at Lancaster University. Here you can study in modern lecture rooms and libraries and reach several shops, cafés bars and health services 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 Lancaster 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 Lancaster University

- Master of Science in Human Resource Management or
- Master of Science in Information Technology, Management and Organisational Change

Study language

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



Additional degree “Master of Science in Human Resource Management”

3rd semester

- Mandatory modules of the chosen study program

4th semester

- Mandatory modules of the chosen study program

Additional degree “Master of Science in Information Technology, Management and Organisational Change”

3rd semester

- Mandatory modules of the chosen study program

4th semester

- Mandatory modules of the chosen study program

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