

# M.A. Digital Marketing

## ISM – Boston University

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



### German-U.S. double degree

ISM students who opt for the program at Boston University spend their first two semesters at the ISM campus, followed by two semesters at Boston University. Here, you will study in modern lecture rooms at one of the world's best-known universities. Students who have achieved all the necessary credits for study and examinations are awarded a Master of Arts in Digital Marketing from ISM, and an additional degree in the program of their choice from Boston University. Through the ISM double degree program, you acquire two master's degrees within two years plus master's thesis.

### Additional degrees available at Boston University

- M.Sc. in Financial Management
- M.Sc. in Global Marketing Management
- M.Sc. in Administrative Studies  
Concentration in Innovation & Technology
- M.Sc. in Project Management
- M.Sc. in Enterprise Risk Management
- M.Sc. in Supply Chain Management
- M.Sc. in Applied Business Analytics

### Study language

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



## Additional degrees at Boston University

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### **3rd semester**

- 4 mandatory courses of the chosen study program (courses tbc)

### **4th semester**

- 4 mandatory courses of the chosen study program (courses tbc)

## Online Degree options:

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- M.Sc. in Financial Management
- M.Sc. in Global Marketing Management
- M.Sc. in Project Management
- M.Sc. in Enterprise Risk Management
- M.Sc. in Supply Chain Management
- M.Sc. in Applied Business Analytics

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