

Double Degree

Marketing & Communications Mgmt. ISM – ICMS

ISM

INTERNATIONAL
SCHOOL OF MANAGEMENT

University of Applied Sciences



German-Australian double degree

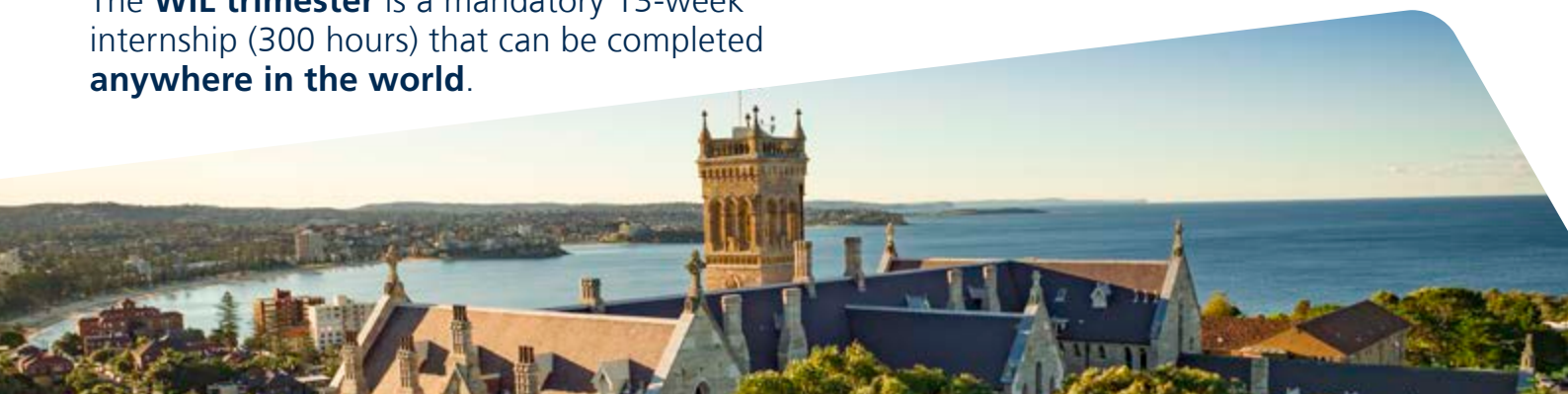
ISM students who participate in the International College of Management (ICMS) program spend **an additional year abroad** (52 weeks) after completing their six-semester degree at ISM. This year is structured into **three trimesters**: two academic trimesters with coursework and one Work Integrated Learning (WIL) trimester.

One of the academic trimesters is recognized as **part of the ISM Global Track**, allowing students to earn additional credits towards their ISM degree. As a result, students complete their B.A. in Marketing & Communications Management at ISM with a total of 210 ECTS credits.

The **WIL trimester** is a mandatory 13-week internship (300 hours) that can be completed **anywhere in the world**.

Students receive support from the ICMS WIL team, which assists them in finding suitable placements through a network of **more than 1,000 industry partners** and approves the internship to ensure that it meets the program requirements.

After successfully completing all coursework and examinations, students graduate with **two bachelor's degrees within four years**: a Bachelor of Arts in Marketing & Communications Management (210 ECTS) from ISM and a Bachelor of Business from ICMS. **No additional thesis** is required during the ICMS year.





Additional Degree

Bachelor of Business

To be awarded the Bachelor of Business the following subjects must be completed at the Institution within 52 weeks of commencement.

Subjects

- Ethics, Sustainability and Profit
- Professional Placement I
- Capstone
- 6 Electives Level 300

List of Electives

- Corporate Finance
- Audit and Assurance
- Business Taxation
- Blogging Your Way to Fame
- Study Tour
- Project Management
- Mastering the Sale
- Innovative Disruption
- Funding and Financial Modelling
- Entrepreneurial Operations and Growth
- Finance and Sponsorship
- Creating Event Experiences
- Retail Strategy and Operations
- Visual Merchandising & Design
- E-Commerce
- Fashion Consumption and Sustainability
- Hotel Management Simulation
- Service and Experience Management
- International Restaurant Concepts
- High Performance Leadership
- Marketing Strategy
- Marketing Analytics and Big Data
- International Marketing
- Social Content Creation
- Advanced Social Media Marketing
- Property Investment and Finance
- Corporate Real Estate Asset Management
- Statutory and Specialist Valuation
- Building Design and Sustainable Development
- Advanced Property Analysis
- Athlete Management and Representation
- Sports Futures
- Sports Governance
- Sports, Events, Tourism
- Risk Management
- Revenue Optimisation
- Cruise Management
- Airline Management
- Sustainable and Competitive Destinations

Please note:

Courses and the course structure itself are subject to change by the international partner university.