

Berlin – Shanghai – Paris/Bordeaux

Major: Strategic Marketing Management

Subject to changes: Please note that the courses at the partner university may be subject to change from one year to the other. Not all majors are always offered at INSEEC.

Semester 1: SRH Hochschule Berlin

Course Name
Intercultural Management
Risk Management in Value Creation
International Contractual Management
Developing Managerial Skills I: Case Studies
Operations and Project Management
Negotiation and Conflict Management

Semester 2: Tongji University Shanghai

Course Name
Entrepreneurship
Technology Innovation and Management
Project Management
Management in China
Project Investment and Financing
Strategic Management
Business Research Methods

Semester 3: INSEEC Paris/Bordeaux

Course Name
Marketing Engineering
Markstrat Simulations
International Marketing
Marketing Innovation
New Product Development
Marketing Metrics
Brand Management
Experimental and Sensory Marketing
Law applied to Brand Management
Digital Marketing
Social Media Strategy
E-commerce
Organisational Theory
Skills Management
Research Methodology
Applied Seminars
Strategy 360
Crisis night

Semester 4: INSEEC Paris/Bordeaux

Course Name	Notes
<i>Master's Internship (with INSEEC Paris/Bordeaux)</i>	<i>It is required to do an internship for six months in order to fulfill INSEEC study regulations. SRH will recognise the INSEEC internship.</i>
<i>Master's Thesis</i>	<i>Primary supervisor at partner university</i>

Semester 4: SRH Hochschule Berlin

Course Name	Notes
Master Internship	Six weeks of length for German degree. Report to submit at SRH.
Master Thesis	In cooperation with INSEEC. The defence has to take place at SRH.

You will write the Master thesis under the supervision of INSEEC, but you will also have to deliver and defend it at SRH Hochschule.