



Bachelor of Science in International Marketing

Schiller International University

Learn-by-living in four different countries, obtain an accredited dual degree (US and European), and increase your global employability.



Four International
Campuses



Dual Recognition
(US and European)



Learning-by-living
Methodology



Personalized
Path



Global Employability
Oriented

WHY study this Bachelor's Degree in International Marketing?

In the Bachelor of Science in International Marketing students will learn the principles of Marketing in today's digital world within a global context as well as acquire Speaking and effective multicultural communication skills, multicultural writing skills, and critical thinking for judgement and decision-making in a fast-changing environment such as today's digital business world.

Marketing Job Outlook 2020 - 2030*

+10%

Expected
Growth

348,7K

Projected
Employment

Career Areas: Professional, scientific, and technical services, Management of companies and enterprises, Finance and insurance, Manufacturing, Wholesale trade.

*US Market. Source: U.S. Bureau of Labor Statistics.

WHAT am I going to learn?

Graduates of this Bachelor's Degree in International Marketing will be able to:

- Critically analyze and apply marketing information management concepts, systems, and tools needed to obtain, evaluate, and disseminate information for use in making marketing decisions.
- Develop strategies for the efficient and effective communication, placement/distribution of products, concepts, goods and services that respond to international markets.
- Investigate emerging client needs and desires and make marketing recommendations regarding business decisions.
- Formulate a marketing plan that will meet the needs or goals of a business or organization.
- Evaluate the impact of changing global, political, economic, competitive, environmental, cultural, and social systems on marketing strategy development.
- Using best practices and international standards justify the need to be aware of and respectful to ethical issues and responsible citizenship as applied in the professional context of marketing activity.
- Integrate transferrable skills in oral and written communication, teamwork, guided learning and independent study.
- Foster scholarship and research in advancing international marketing.

HOW am I going to learn?

Discover, design, and develop the professional profile that best suits your goals. Based on a solid academic structure aligned with the current reality we provide you with specific learning tools, methodologies, and immersive experiences to personalize your path.

- Solid academic basis connected with reality.
- Modulable Learning.
- Interactive Lessons.
- Learning by doing methodologies.
- Strong presence of Tech, Digital, and Sustainability.
- International immersions to explore and experience.
- Challenges with real organizations.
- Personalized Academic and Career Advising.

With WHOM am I going to learn?

Classmates: A multicultural, diverse, and inclusive community with more than 130 nationalities.

Faculty: Referred professional that share updated knowledge and challenge students with real cases.

Academic and Career Advisors: Mentoring Services to support you from day one in reaching your goals.

Alumni: A network of more than 20,000 alumni around the world to be connected with.

The International Experience of Your Life.

Live a truly 100% international experience by studying your program in up to four different countries without losing any credits and without difficult transitions.*

*Campus transfers subject to local program availability and personal visa process.

Program Key Facts



Accreditation

US*



Pace

Full-time. One course per month



Location

Tampa, Madrid, Paris, and Heidelberg



Duration

40 months. 4 years**



Starting Date

September, October, January,
February, May, June



Format

Residential (Campus) or Hyflex
(Synchronous online)



Language

English



Credits

120 American Credits (equivalent to 240 ECTS)

*Bachelor's Degree approved by ACICS (USA) for all campuses and pending verification from local authorities.
** Average school year: 10 courses (10 months) – 30 credits.

Curriculum*

Program Launch: September 2022

REQUIRED GENERAL EDUCATION COURSES

Course Code	Course Name	Credits	Course Code	Course Name	Credits
ACG 2001	Accounting I	3	ECO 2023	Principles of Macroeconomics	3
BA 261	Principles of Business Law	3	FR, GE, SP 101	Beginning Foreign Language 1	3
BA 374	Statistics	3	FR, GE, SP 102	Beginning Foreign Language 2	3
BA 399	Ethics in International Business Environments	3	MA 172	Applied Mathematics	3
EC 310	Intermediate Economic Theory	3	MAR 2011	Principles of Marketing	3
ECO 2013	Principles of Microeconomics	3	PSY 1021	General Psychology	3

REQUIRED CORE AND ELECTIVE COURSES

Course Code	Course Name	Credits	Course Code	Course Name	Credits
BA 320	Digital Advertising	3	MAR 228	Product Marketing	3
BA 322	International Marketing	3	MAR 325	Marketing Strategy	3
BA 330	Applied E-commerce	3	MAR 328	Integrated Marketing Communication	3
BA 341	Business Finance	3	MAR 329	Relational, Direct and Interactive Marketing	3
BA 358	Services Management	3	MAR 342	Big Data for Marketing Analysis	3
BA 384	Behavioral Aspects	3	MAR 350	Sales Management	3
BA 410	Production and Operations Management	3	MAR 351	Price and Cost Management	3
BA 415	Marketing Technology	3	MAR 352	Distribution and Retail	3
BA 435	Entrepreneurship	3	MAR 425	Social Media Marketing	3
BA 439	International Business Policy	3	MAR 428	Business and Marketing Plan	3
BA 472	Cross Cultural Negotiation	3	MAR 470	Brand Management	3
DIG 335	Sales & E-commerce	3	MAR 490	Corporate Internships	3
MAR 221	Marketing Research I	3	MAR 491	Capstone I-A	3
MAR 222	Marketing Research II	3	MAR 492	Capstone I-B	3

Total Credits Required: 120

*Curriculum subject to change. Each campus and program may have different requirements and exceptions.



Contact us

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