



INTERNATIONAL MARKETING MANAGEMENT

Shape the future of global business by understanding consumers, markets, and strategy. International Marketing Management at Franklin prepares you to create innovative, sustainable solutions that drive impact across industries.



LUGANO, SWITZERLAND



**FRANKLIN
SWITZERLAND**

U.S. UNIVERSITY & SWISS UNIVERSITY INSTITUTE

BACHELOR'S STRUCTURE

THE BACHELOR OF ARTS AND BACHELOR OF SCIENCE DEGREES REQUIRE A MINIMUM OF 120 CREDIT HOURS

The International Marketing Management major blends marketing, management, communications, and data analytics to prepare students for today's fast-paced global business world. At Franklin, you will explore digital marketing, brand management, and green marketing while studying consumer behavior and strategic decision-making. Through an interdisciplinary liberal arts approach, you'll gain the skills to create sustainable strategies and solve real-world challenges.

CORE REQUIREMENTS

66
CREDITS

Academic Travel
(12 credits)
Academic Writing
(12 credits)
First Year Seminar
(3 credits)
Global Responsibility
(18 credits)
Modern Language
(15 credits)
Quantitative Literacy
(6 credits)

MAJOR REQUIREMENTS

51
CREDITS

Foundation Courses
(15 credits)
Management Required
Courses
(12 credits)
Marketing Required
Courses
(15 credits)
Major Electives
(6 credits)
Capstone Requirement
(3 credits)

ELECTIVES

3
CREDITS

In order to meet the minimum requirements of 120 credits, you will need to add elective courses

GET TO KNOW OUR FACULTY



NOEL ALBERT

Associate Professor
and Program Director,
Marketing



CHARLES BURKE

Associate Professor,
Data Science



PIERGIACOMO MION DALLE CARBONARE

Adjunct Professor,
Marketing



DAVID SULEIMAN

Associate Dean for Institutional
Effectiveness, Associate professor
of Finance



TATIANA BALUSHKINA

Assistant Professor,
International Management



VERA DIANOVA

Assistant Professor,
Economics



MARIO SCHULTZ

Assistant Professor,
International Management

LEARN MORE

AND DISCOVER
THE COURSE LIST

ACADEMIC TRAVEL

EXPERIENCE THE PLACES YOU STUDY

Academic Travel courses allow students to learn beyond the classroom by exploring real-world environments alongside knowledgeable and passionate professors, turning travel destinations into immersive, living classrooms.

EXPLORE SOME MAJOR-RELATED ACADEMIC TRAVELS

BUS 108T ARTS, LUXURY, AND EXPERIENCES - FRANCE

Explore how creative and luxury industries craft unforgettable consumer experiences. Study marketing strategies, business models, and global trends across fashion, art, hospitality, and more in Paris.

BUS 135T INTERNATIONAL BUSINESS

Examine the dynamics of global markets, cultures, and trade while analyzing how companies operate across borders. Learn to apply international business strategies with an ethical and sustainable mindset.

BUS 236T MARKETING FOR MOVIES - ITALY

Discover how to market films and artistic products by aligning creative production with audience demand. Gain hands-on experience developing marketing strategies during Academic Travel in Rome and Bologna.



LEARN MORE

ABOUT ACADEMIC TRAVEL AND EXPLORE OUR COURSES

TUITION AND FEES

The cost of attendance at Franklin University for a first-year undergraduate student or transfer student has two main factors.

DIRECT COSTS*: Tuition, housing, meals and health insurance.

INDIRECT COSTS**: Books, materials, travel, and personal expenses.

SWISS/EU/EEA TOTAL AVERAGE COST OF ATTENDANCE

The total estimated cost of attendance is provided in Swiss Francs (CHF) for **Swiss citizens or nationals of an EU/EEA member state**.

*Some special conditions apply to students from partner institutions.

Please contact info@fus.edu for details.

TOTAL AVERAGE COST OF ATTENDANCE	AVERAGE DIRECT COSTS*	AVERAGE INDIRECT COSTS**	TOTAL
First Semester	CHF 22,650	+ CHF 2,150	= CHF 24,800
Second Semester	CHF 22,150	+ CHF 2,150	= CHF 24,300

US/CANADA TOTAL AVERAGE COST OF ATTENDANCE

The prices listed below are in US Dollars (USD) and apply to **US citizens or permanent residents and to Canadian citizens**.

TOTAL AVERAGE COST OF ATTENDANCE	AVERAGE DIRECT COSTS*	AVERAGE INDIRECT COSTS**	TOTAL
First Semester	\$35,105	+ \$2,700	= \$37,805
Second Semester	\$34,555	+ \$2,700	= \$37,255

INTERNATIONAL TOTAL AVERAGE COST OF ATTENDANCE

The total estimated cost of attendance is provided in Swiss Francs (CHF) for not a citizen of Switzerland, the US or an EU country.

*Some special conditions apply to students from partner institutions.

Please contact info@fus.edu for details.

TOTAL AVERAGE COST OF ATTENDANCE	AVERAGE DIRECT COSTS*	AVERAGE INDIRECT COSTS**	TOTAL
First Semester	CHF 36,435	+ CHF 2,650	= CHF 39,085
Second Semester	CHF 35,935	+ CHF 2,650	= CHF 38,585

FOR FURTHER DETAILS

Visit www.fus.edu/admissions-and-aid/tuition

WHY CHOOSE FRANKLIN?



Dual Accreditation
US (MSCHE)
& Swiss (AAQ)



Residential Campus
8 Residence Halls



350+ Students
55+ Countries
8K+ Alumni Community



Academic Travel
Once a Semester for
Experiential Learning



19 Majors
1 Master
(Master of Arts in Sustainability
and Transformation)



WURI Ranking 2025
24th for Innovation
19th for Ethics and Integrity
17th for ESG Trend



10:1
Student to
Faculty Ratio



75% of Franklin graduates
obtain full-time employment
within 6 months after graduation.

3-YEAR OPTION

This major is also offered as a 3-year accelerated bachelor's degree, designed for students with specific high school academic credentials who are admitted to Franklin with advanced standing credit, equivalent to 30 US credits. This option grants students a jump start on their introductory level University courses.

HOW TO APPLY

- 1 Online Application**
Apply online through our [website](#) or [Common App](#).
- 2 Academic Transcripts**
Submit your official high school transcripts.
- 3 Personal Statement**
Share what motivates you, the experiences that have shaped you, and the goals you hope to achieve.
- 4 Recommendation Letter**
Provide one letter from individuals who can speak to your academic strengths and/or extracurricular involvement.
- 5 English Proficiency (if required)**
If your studies were not in English, submit a TOEFL, IELTS, or equivalent scores.
- 6 Interview**
A conversation for us to learn more about your ambitions, interest, and what drives you—so we can help design a path for your success at Franklin.
- 7 WELCOME TO FRANKLIN**

HAVE QUESTIONS?

Write to our counselors at admissions@fus.edu or visit www.fus.edu