

# 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

# MAJOR OVERVIEW

The International Marketing Management major blends marketing, management, communications, and data analytics to equip students for today's fast-paced business world. At Franklin, you will study topics such as digital marketing, brand management, and sustainable marketing while exploring consumer behavior and strategic decision-making. Through an interdisciplinary liberal arts approach, you will gain the tools and perspective to design sustainable strategies, solve real-world challenges, and thrive in international business environments.

You will also gain hands-on experience through real-life business cases and opportunities to learn directly from managers and industry professionals in the classroom.

# YOUR DEGREE

### A 120-CREDIT DEGREE DESIGNED AROUND YOUR INTERESTS

To earn a Bachelor's degree at Franklin, students must complete 120 credits across university-wide core requirements, major requirements, and elective courses. The curriculum combines a shared liberal arts foundation with specialized study in your chosen major, giving you both breadth and depth throughout your undergraduate experience.

**CORE REQUIREMENTS**

Courses and academic experiences shared by all Franklin students, designed to build essential skills and knowledge across disciplines.

**MAJOR REQUIREMENTS**

Courses specific to your chosen major, including foundational, required, and elective courses within the discipline

**INTERDISCIPLINARY ELECTIVES**

Courses selected from across Franklin's curriculum to explore additional interests and complement your major.

*Shared by all Franklin students*

**66 CREDITS**

| CORE REQUIREMENTS | WHAT IT DEVELOPS |
|---|---|
| **First-Year Seminar,** 3 credits | Introduces students to Franklin's liberal arts approach and develops critical thinking, academic research, and communication skills. |
| **Academic Travel,** 12 credits | Connects classroom learning with experiential study across different cultural and geographic contexts. |
| **Academic Writing,** 12 credits | Develops written and oral communication skills for academic and professional contexts. |
| **Global Responsibility,** 18 credits | Examines intercultural competencies, international engagement, and social responsibility. |
| **Modern Language,** 15 credits | Builds language skills and cultural literacy, with a focus on Swiss languages. |
| **Quantitative Literacy,** 6 credits | Develops the ability to interpret, analyze, and communicate numerical information and data. |

*Please note: in some cases, courses may fulfill both a Core Requirement and a Major Requirement.*

## INTERNATIONAL MARKETING MANAGEMENT REQUIREMENTS — 51 CREDITS

### FOUNDATION COURSES — 15 credits

| | |
|---|---|
| BUS 115 | Financial Accounting |
| BUS 135 | International Business |
| BUS 136 | Marketing in a Global Context |
| ECN 101 | Principles of Microeconomics |
| MAT 282 | Intermediate Statistics |

### MANAGEMENT REQUIRED COURSES — 12 credits

| | |
|---|---|
| BUS 226 | Managerial Finance |
| BUS 256 | Market Research Methods |
| BUS 353 | Strategic Management Theory |
| BUS 397 | Data Mining (Business Intelligence) |

### MARKETING REQUIRED COURSES — 15 credits

| | |
|---|---|
| BUS 274 | Brand Management |
| BUS 342 | Marketing for a Sustainable Society |
| BUS 383 | Digital Marketing and Web Analytics |
| BUS 385 | Consumer Behavior in International Marketing |
| ECN 319 | Behavioral Economics |

### MAJOR ELECTIVES — 6 credits

*Two of the following*

| | |
|---|---|
| BUS 251 | Sustainable Luxury Management |
| BUS 410 | Organizational Behavior |
| COM 105 | Introduction to Communication and Media Studies in the Global Context |
| PSY 201 | Social Psychology |
| SOC 100 | Introduction to Sociology |

### CAPSTONE COURSE — 3 credits

| | |
|---|---|
| BUS 455 | Advanced Topics in Management |

*The remaining credits required to complete the degree are fulfilled through **interdisciplinary electives,** allowing students to explore courses across Franklin's academic offerings.*

CLICK HERE TO
**LEARN MORE**
ABOUT THE MAJOR

## 3-YEAR OPTION

This major is also available as a three-year accelerated bachelor's degree for students who qualify for advanced standing based on their high school academic credentials. Students admitted with 30 U.S. credits of advanced standing receive a head start on their university studies, allowing them to complete their degree in three years.

## GET TO KNOW OUR FACULTY



### NOEL ALBERT

Associate Professor
and Program Director,
Marketing



### DAVID SULEIMAN

Associate Dean
for Institutional Effectiveness,
Associate Professor, Finance



### CHARLES BURKE

Associate Professor,
Data Science



### TATIANA BALUSHKINA

Assistant Professor,
International Management



### VERA DIANOVA

Assistant Professor,
Economics



### MARIO SCHULTZ

Assistant Professor,
International Management



### PIERGIACOMO MION DALLE CARBONARE

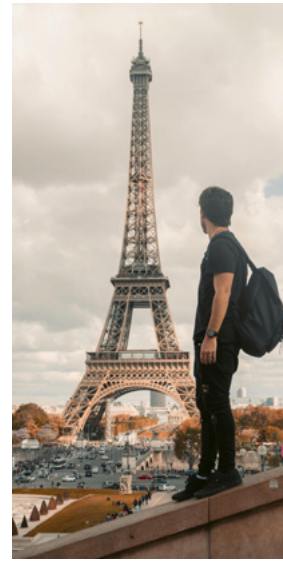
Adjunct Professor,
Marketing

# 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

## WHY CHOOSE FRANKLIN?

**Dual Accreditation**
United States (MSCHE) & Switzerland* (AAQ)

**Residential Campus**
with 6 residence halls

**350+** Students representing
**55+** Countries
**8K+** Alumni Community

**Academic Travel**
once a Semester for Experiential Learning

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

**Language**
Programs fully taught in English

**Small Class Sizes**
with 16 students on average; 10:1 student-to-faculty ratio

**Career-Ready Graduates**
**75%** secure full-time employment within 6 months of graduating; 95% within 12 months



## HOW TO APPLY

1. **Online Application**
   Apply online through our **website** or **Common App.**
2. **Academic Transcripts**
   Submit at least 3 years of 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**
   The recommendation letter can come from a teacher, counselor, or other staff member who is well acquainted with your academic profile.
5. **English Proficiency (if required)**
   If your studies were not in English, submit a TOEFL, IELTS, or Duolingo.
6. **WELCOME TO FRANKLIN**

## HAVE QUESTIONS?

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