

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



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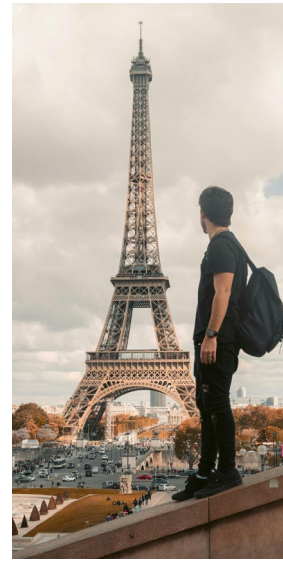
Adjunct Professor,
Marketing

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 (Swiss Accreditation Council)

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% of Franklin students 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**