MASTER IN INTERNATIONAL BRAND MANAGEMENT

- intercultural study experience
- global focus of brands and marketing
- 2 years, full-time
- international Master of Arts degree
- worldwide career opportunities

WHO IS THE INTERNATIONAL BRAND MANAGEMENT (IBM) DESIGNED FOR?

As a recent graduate, you are ready to begin your career on the global stage and in all industries where brands touch the heart of consumers. You are ambitious and looking for developing your skills allowing you to excel in the fast-moving and accelerating global business world. You have an interest in strong brands like Apple, Mercedes, Mont Blanc, Nivea or Schwarzkopf and want to experience how East meets West, and are curious to explore new cultures. Take the first step of your global career with us.

WHAT ARE OUR PREREQUISITES?

You have

- a strong interest in international marketing, brand management and in latest marketing trends (big data, digital media etc.)
- the desire to forge a truly successful global career
- an undergraduate university degree or above
- of any study discipline
- knowledge of English is mandatory

HOW TO KICK START YOUR CAREER?

Build the foundations for a successful global career and develop an international mind-set with the new Master Degree in International Brand Management. This 2-year program provides unparalleled exposure to the Western and Eastern way of doing business. Power your learning in a unique combination of core and elective courses, taught in English and in exclusive setting. Collaborating with well-known companies, you experience business in the classroom and on projects across different business sectors and product categories.

brand academy
hochschule für design und kommunikation
university of applied sciences

brand-acad.de

5 REASONS TO CHOOSE THIS MASTER PROGRAM:

1. Relevant.
Focusing on key success know-how and skills in no. 1 business topic 'brands'

2. International.
Intercultural community of students and lecturers ensuring global perspective

3. Practical-oriented.
Merging scientific thinking with practical expertise and latest trends (big data, digital marketing etc.)

4. Exclusive.
Limited number of students ensuring a creative, inspiring and personalized atmosphere

5. Career-oriented.
Target is to build an active network for your future

WHY BRAND ACADEMY?

The Brand Academy is worldwide the 1st university focusing on brands. We merge scientific thinking with practical experience and latest trends in marketing. Our programs are governmentally accredited. Our main goal is to educate the best future marketing and brand experts. We have a growing network with Asian universities as well as an experienced team of international lecturers. We collaborate with globally active international business partners and practice an open, agile and diverse culture.

WHY HAMBURG?

Hamburg is one of the top 10 biggest cities of the European Union in terms of population. It is home to over 1.8 million inhabitants, highly international, famous for landing of cruise lines and each part of the city has its unique character.

IBM PROGRAM STRUCTURE

1st Term	2nd Term	3rd Term	4th Term
International Brand Management	Corporate Branding	Politics and Law	Practice Transfer Project
International Marketing Research	Intercultural Competence II	International Management	Master Thesis
Intercultural Competence I	International Product Development	Sales and Supply-Chain-Management	
Business English for Marketing	Statistics	Transnational Brand Communication	
Financial Management	Elective Module I – Specialisation*	Elective Module II – Specialisation*	

*Students can choose between two electives from the brand academy master program's elective portfolio

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