



“A brand is like a human being with a deep passion: You can’t escape its charisma.”

Prof. Dr. h.c. Shan Fan



Content

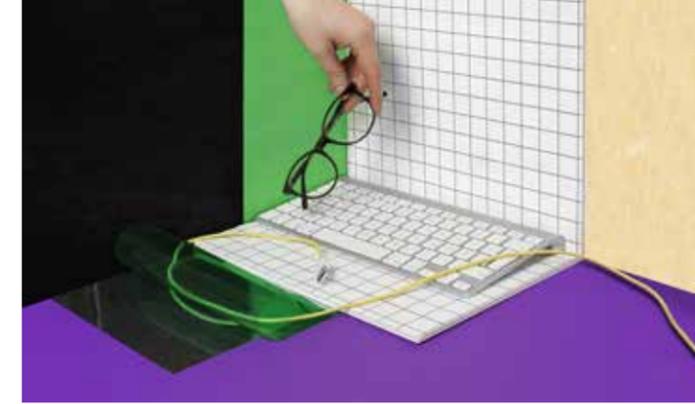
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Become a Creator, a Strategist, a Visionary, a Storyteller

CREATE MOVING BRAND STORIES



The essence of a brand is a compelling story. Students at the Brand University are future creators of these stories. Develop with us the success stories of the future.



We are a worldwide unique university for management, design and communication of brands. Our students gain knowledge of all the relevant success factors in brand management and communication. Since we cooperate with leading companies, agencies and universities, our teaching is closely linked with practice.

In today's networked world every good idea has a chance to function globally. To achieve this, it must attract attention, awake desire and transform an abstract concept into an experience.

At the Brand University of Applied Sciences, you will learn how to do this successfully - how to tell a story and how to guide it to economic success.

Brands determine not only our perception of the goods and services, but also influence our perception of the world. If developed and managed wisely, brands belong to the core of our everyday culture. They combine art, creativity and strategy.

Brands are also the most important success factors in the global competition. Those who manage to develop the strongest, most sustainable and attractive brands are the ones who win recognition, trust and loyalty. Consequently, they also gain sales and success. By studying at the Brand University, you will learn to use branding to create surplus value.



Prof. Dr. h.c. Shan Fan:

“For me, a brand is like a deeply passionate person. It possesses an irresistible charisma.”



“How do I create an idea? How do I turn it into a story? How do I touch the heart of a consumer with a brand? For me, this is the most fascinating part of our work. On completing their studies, each graduate is at the same time a storyteller, a strategist, a visionary and an inventor.”

Prof. Dr. Yonca Limon-Calisan

Many good products and brilliant ideas do not stand a chance because nobody manages to make people enthusiastic about them. Brand suppliers, agencies and start-ups need leaders and efficient teams capable of creating successful stories. Know-how, social competences, strong management skills and creative excellence are in high demand. The Brand University of Applied Sciences focuses in particular on this valuable combination of knowledge and skills.

We will teach you how to use all the relevant instruments and strategies to make a brand strong, desirable and successful. Managers will learn to work creatively and designers to think analytically. You will work in teams on developing fascinating stories and making abstract ideas palpable and tangible. Practical projects will increase your ability to understand alternative perspectives and prepare you for the teamwork in your future working environments.



With these aims in mind, we have developed our Bachelor's courses focusing on the following core subjects: Brand Management, Communication Design and Digital Design.

In the English-language Master's Course Brand Innovation with a focus on Marketing, Design and Entrepreneurship you will learn to conceive, design and manage innovations in digitalised markets.



INTERDISCIPLINARY LEARNING, INTERCULTURAL LIVING



We educate intercultural brand experts who are best equipped for working in an increasingly globalised world. The vision of our founders is a university that contributes to a better brand culture in Eurasia. Our values and goals are professional excellence and the personal development of our students.

WE ARE:



Intercultural

In our globalised world, collaboration is a key success factor. Brand University attracts students from all over the world and focuses in particular on the economically and culturally dynamic Eurasian region.

Interdisciplinary

At Brand University, students learn about all factors that make a brand successful: numbers and aesthetics, business and design, as well a wide range of scientific and practical methods. A core element of the study are practical projects that allow managers and designer to work together beyond the boundaries of their individual disciplines.

Innovative

Members of our faculty are young people with a wealth of practical experience. They contribute to a dynamic, creative and adaptable culture of research and learning. We work in solidarity and focus on developing teamwork skills. Working in small seminar groups allows us to promote the strength of each individual student.

Success-Oriented

From the very beginning of your studies, we offer you access to a personal network of universities, agencies and companies. Our most important benchmark is employability. Our graduates are in high demand in the market and typically rise very quickly to management positions. Another advantage of our university is its location. Hamburg is a metropolis of brands and the creative economy. Our study programmes were developed in partnership with Montblanc, Philips and Unilever.



DIE STUDIENTHEMEN AN DER BRAND UNIVERSITY

Bachelor



BRAND MANAGEMENT

A Creative and Confident Approach to Making a Brand Successful.

What makes a product or service competitive and successful? In the Brand Management course you will learn how to make brands desirable, how to manage them successfully and how to communicate them with emotional stories. At the same time, we support you in developing your personal strengths and turn you into an innovative problem solver.

(12)

BRAND DESIGN

_DIGITAL DESIGN

Shaping the digital Future:

Design fascinating digital experiences in apps, websites, voice or virtual and augmented reality and shape the future of interaction between humans and technology.

_COMMUNICATION DESIGN

Experience brands with all senses:

Give brands a distinctive look across different media. Whether analogue or digital – create unique communication with graphics, photos, or films.

_PRODUCT DESIGN

Intelligent Products for a hybrid World:

Learn to design sustainable and innovative products that combine the analogue and digital world to enrich and change lives in the future.



Master



BRAND INNOVATION

_MARKETING & INNOVATION

Digital Skills for Innovative Marketing

AI, VR, Big Data: Discover marketing in digital times and become an expert for brands in the world of technology.

_DESIGN & INNOVATION

Develop Digital Innovations

Learn to create services and products with user-oriented design approach and application of disruptive digital technologies.

_ENTREPRENEURSHIP & INNOVATION

Create Your Own Business

Change entire industries, rethink things, make the world a better place: Learn all about sustainable business ideas and how to make them ready for the market.

(13)



WE TURN TALENTED INDIVIDUALS INTO EXPERTS

The courses of study at Brand University of Applied Sciences combine the best of two worlds: well-founded scientific approach with practical, creative problem-solving skills. You will learn the basics, but also, from the very start, you will be right in the middle of action. At every step you will receive full support from professionals working in the industry.

An ingenious social media campaign, a sophisticated brand strategy, the fascinating development of a coveted brand like Apple. None of these things are created out of the blue or as a result of a spontaneous idea. Instead, they are based on a strategically justified concept whose development required a lot of work and a lot of knowledge.

We will professionalise your creative potential by showing you how to structure your creative process. You will learn how to use the most important tools of brand management and brand design.

A brand must be actively guided to success. In addition to creativity, you also need to have solid knowledge and a set of competencies from a wide range of specialist areas. For this reason, the courses at Brand University also focus on the specific specialist know-how. For instance, designers learn about form and composition, graphic design, typography and brand design. For brand managers, basic principles of economics and marketing represent an important part of the curriculum.

From the very beginning, our main focus is on brands. You will learn how to use techniques and tools from market research, psychology and neuromarketing. In the area of design, you will develop your talents for corporate design and story telling. The content of our courses always reflects the current developments in our rapidly changing world.

There are a number of parameters that make our field of activity so exciting. These include market changes such as the rapidly growing economy in Asia, the increasing focus on economically and ecologically sustainable products, as well as dynamically evolving communication technologies. Your studies will equip you with the indispensable knowledge of scientific principles. The targeted focus on brands will provide you with unique career prospects.



RESEARCHING BRANDS – UNDERSTANDING PEOPLE

As a University of Applied Sciences it is our task and passion to do research. Our focus is on the topic „brand“ in all its facets. Whether in cooperation with other universities or on behalf of companies – we dedicate ourselves to application-oriented, highly relevant questions in order to contribute to the search for solutions to economic and social challenges on a national and international level.



THE BRAND RESEARCH LAB

What do eye movements, facial expressions and brain activity tell us about how people react to advertising, for example? In the Brand Research Lab, surveys and experiments make unconscious processes visible that are linked to emotions, motivation and attention. In this way we learn more about the design and impact of brands, new media and innovative technologies. With the Brand Research Lab, the BU offers a space where innovation is brought to life. This is how we foster young academics and brand experts who are able to make scientifically sound decisions.

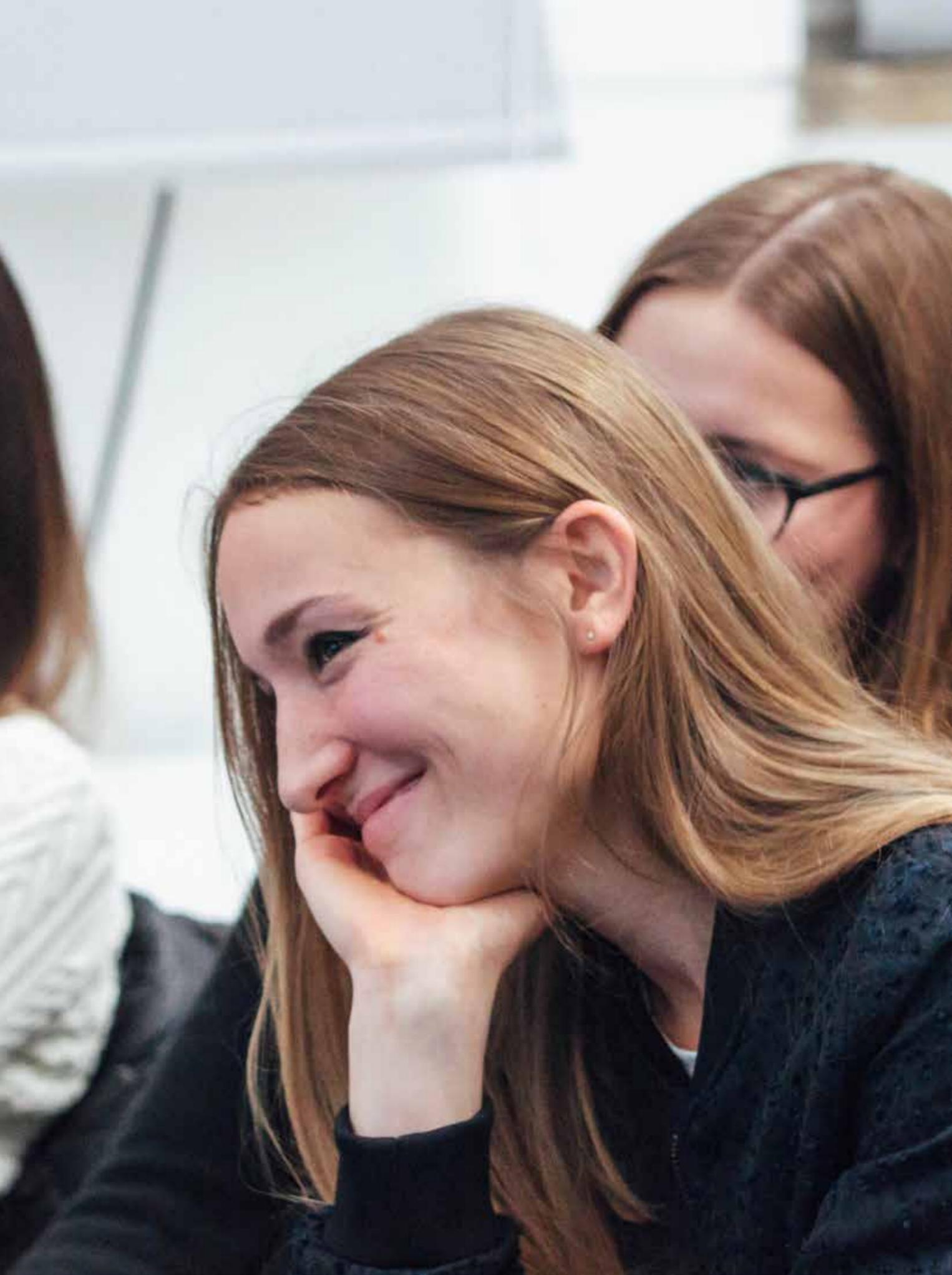
DOCTORATE

The next step in your academic career

In the cooperative doctoral programme of Brand University and the University of Southern Denmark, you will investigate the topic you are passionate about. In close, individual supervision, we support doctoral theses that focus on the application-oriented research of brands and establish an intercultural connection between China and Germany. In the end, you will be awarded an internationally recognized doctoral degree.





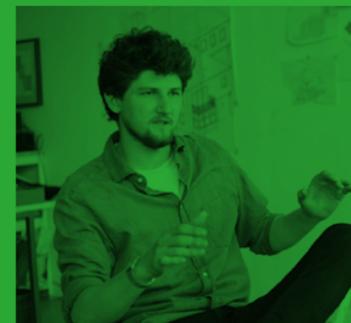


THESE ARE THE JOBS WAITING FOR YOU

The world of brands offers a wide range of exciting career paths. It is dynamic, challenging and full of opportunities. At Brand University, you will develop the necessary skills and establish contacts. These are the prerequisites for a successful career start.

“During my studies, I have not only acquired well-founded knowledge, but also I have also established valuable contacts and made friends with whom I am working today.”

Jan Rosenstock



Brand Manager, Advertising Manager, Strategic Planner, Consultant, Art Director, Creative Director, Interaction Designer, Screen Designer, Motion Designer, Creative Technologist, Creative Conceptionist, User Experience Designer, Information Architect, Digital Strategist, Brand Strategist, Innovation Strategist, Service Designer, Social Media Manager, Brand Strategist, Packaging Designer, Corporate Designer, Product Manager, Marketing Manager, Brand Communication Manager, International Brand Manager, International Consultant, International Sales Manager, Market Research Manager.

ENRICH OUR INNOVATIVE AND CREATIVE CULTURE

The Brand University of Applied Sciences as the world-wide first university with an exclusive focus on brands has developed an exciting culture of innovation and creativity.

The Brand University seeks and promotes the dialogue between disciplines and cultures. This goal is best achieved in a focused, creative and relaxed atmosphere. We successfully combine the university lifestyle with the passion of the brand world.

Our professors and lecturers are at the same time successful practitioners and researchers. Their teaching is not teacher-centred - it does not take place from the front of the classroom. We do not want you to memorise rigid schemata, but to gain solid knowledge that you are able to apply creatively in practice. For this reason, you will learn in teams and through intensive exchange. Our teaching forms closely resemble real-life professional situations and include case studies, planning games and practical projects with renowned partners from the brand world.

Small groups (of about 15-25 student) are ideal for intensive personal tutoring. Our professors and lectures are always available for a dialogue. During your studies, you will develop soft skills that will prove indispensable in your future professions. You will also have the opportunity to practice how to present your ideas, and especially how to convince and captivate other people.



“Owing to practical projects and the contact with competent practitioners, all of our students can initiate their future careers while they are still studying.”



THE ALL-ROUND CONCEPT OF THE BRAND UNIVERSITY

We are fully focused on your requirements and your career. We want you to feel comfortable so that you can fully concentrate on your studies. We therefore offer our students full support in all practical, organisational and personal questions.



The building was completed in 1928 and represents an example of the architectural style called "Neues Bauen" (New Building). It was formerly a seat of the seafaring school of the City of Hamburg.

The street name - Rainvilleterrasse - dates back to a once popular garden restaurant.

Studying With a View:

Our campus is located in the former seafaring school in Ottensen, one of the liveliest districts of Hamburg. In a Bauhaus-style building situated high above the river Elbe, you will work and learn in an inspiring atmosphere.

Equipment:

Here you will find everything you need - computer rooms, photographic equipment, a library and various workshops. You will be able to borrow computers equipped with all the necessary software.

International Student Service:

We provide support to our international student in visa matters and regarding their search for accommodation. Needless to say, we also offer language courses. In terms of intercultural exchange, the Brand University offers cultural education to students from all over the world.

Student Body:

The selected student representatives cooperate on the improvement of the study programmes and contribute to the further development of the university. As part of Brand University's Buddy Programme, students in higher semesters tutor the newcomers and help them with the initial orientation.

Networking:

Our students are in constant exchange with experts, both researchers and practicing professionals. They also take part in events, practical projects and internships. Through this process, our students start to build their own professional networks early on.

Financing:

The tuition fees for studying at Brand University are a worthwhile investment into your future. Our main goal is employability - we will train you for success in your future job. Our students are eligible for financial support by BaFög or the Kreditanstalt für Wiederaufbau (KfW). We would be happy to personally advise you on all questions regarding financial issues.

Quality Management:

Our main focus is always on the involvement of students. To ensure that research and teaching remain at the highest level, we constantly evaluate their quality through internally governed processes. The Ministry of Education carries out the external control for Science and Research of the City of Hamburg. Additionally, the Board of Trustees whose external members come from teaching, research and practice supports the development of the Brand University.



12.5000

About 12,500 books and e-books are available to our students in the library - focused knowledge on all relevant areas of the study



18

students on average attend a semester. Such small groups allow us to fully focus on developing each student's highest learning potential

Facts

2 design studios are at disposal for your design projects



58

professors and lecturers will provide you with all the relevant learning content

25

laptops are available for our students to borrow with all the programs they need for their studies



1 There is 1 magnificent view on the river Elbe



10

renowned designer, agencies or marketing experts give a guest lecture each year

YOUR DECISION-MAKING AND APPLICATION PROCESS

Even before your application and with no strings attached, our study advisors will be happy to offer you personal advice, clarify open questions and determine together with you which course of study at the Brand University best suits your personality and your potential.

Join our info event or make an appointment for a personal consultation or a trial study to experience a day at Brand University.



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Herausgeber

**Brand University
of Applied Sciences**

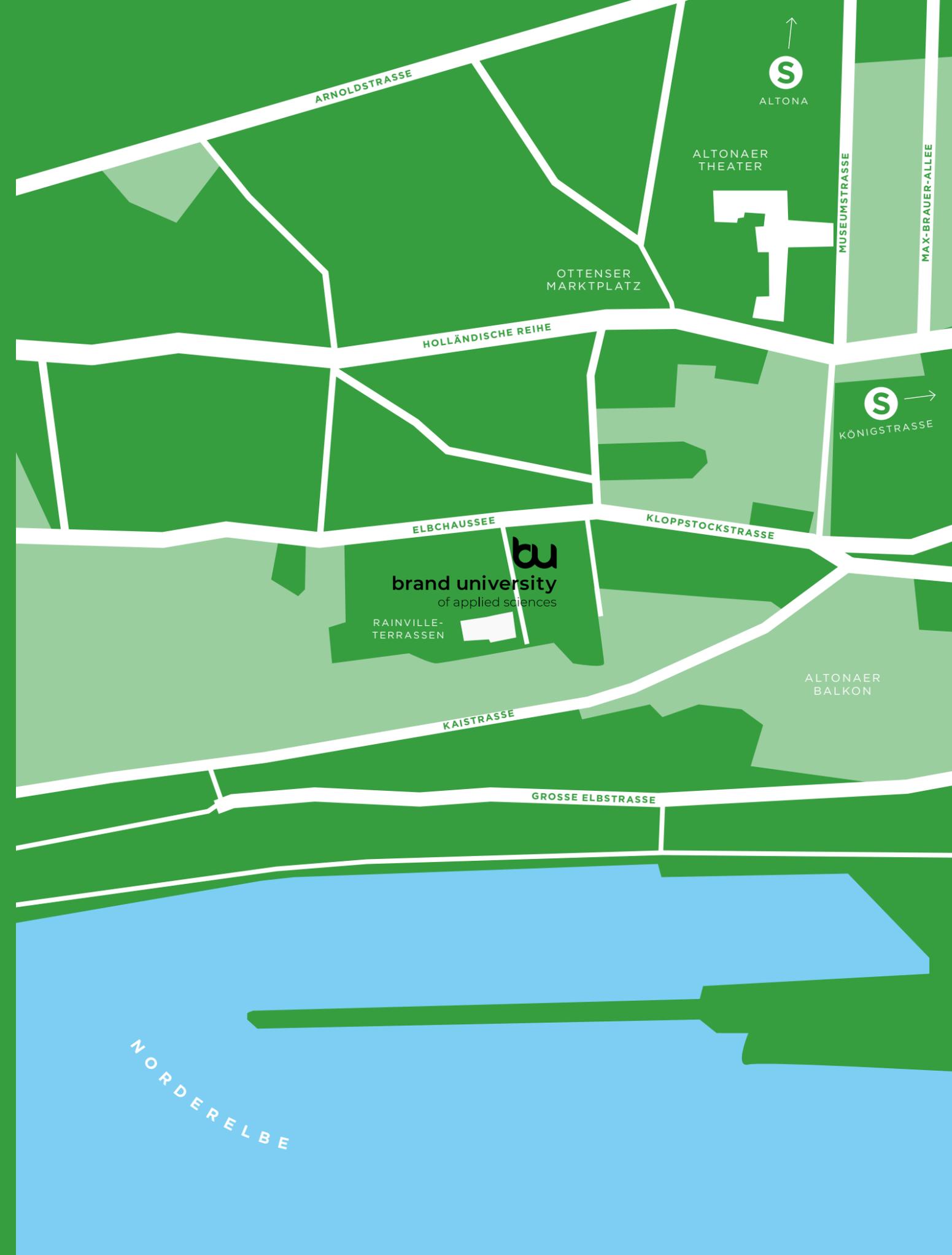
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