

# Cooperative Doctoral Programme

at Brand University of Applied Sciences  
and University of Southern Denmark

In cooperation with the highly renowned University of Southern Denmark (Syddansk Universitet, SDU), the Brand University of Applied Sciences (BU) supports dissertation projects by outstanding graduates.

Earn an internationally recognised PhD or DBA issued by the SDU in fields focused on application-oriented research in brand management, brand communication and brand design, and conduct research with an intercultural focus on the links between Germany and China.



**bu**  
brand university  
of applied sciences

**SDU**   
University of  
Southern Denmark

# HIGH FLEXIBILITY

Work on your doctorate full-time or part-time. Our flexible programme lets you study in a way that suits you, within your area of expertise.



## FOCUS

We combine high level scientific research with practical, real world needs and solutions.

- unique interdisciplinary focus on brand management, communication and design
- international and intercultural focus, in particular China and Germany
- applied research in cooperation with partner firms
- close and individual supervision



With a PhD degree from the University of Southern Denmark, you will be well prepared for a future international research career.

With an increasing demand for employees with a research background, you will also be well suited to find employment in the public sector or in private business.

# PROGRAMME DETAILS

In cooperation with the SDU, we offer a comprehensive international programme with a large variety of courses, projects, conferences, teaching opportunities and resources:

## COURSES:

- mandatory: research seminar (at BU), brand thinking seminar (at BU), responsible conduct of research seminar (at SDU)
- choice of a broad variety of courses at SDU

## STUDY ABROAD:

Spend a research stay at one of our partner universities in China.

## CONFERENCES:

Continuous presentations at international conferences.

## TEACHING:

Courses in cooperation with a BU professor.

## RESOURCES:

- online access to IT network, libraries and databases
- use of the BU Brand Research Lab
- data collection support



## INDIVIDUAL SUPPORT

Postgraduate students receive individual support provided by two supervisors, one each from the BU and from the SDU, as well as one mentor. You are also given the opportunity to attend seminars and workshops to promote your academic development as well as annual assessments of progress.



## MEET YOUR MENTOR

### PROF. DR. HENRIK SATTLER

Prof. Dr. Henrik Sattler is an award-winning scientist who has repeatedly been ranked among the top one percent of researchers in Germany in the field of business administration. He has written five books and more than 50 internationally peer-reviewed articles in his core areas of research – brand management and social media marketing – that have appeared in leading international journals such as the Journal of Marketing, the Journal of Marketing Research and Marketing Science.



## REQUIRED APPLICATION DOCUMENTS

- motivation letter
- current CV
- transcript of Master's degree in business, management, design or a related field
- proof of English language proficiency: IELTS 6.5
- research proposal on 3 pages
- 2 letters of recommendation

## OVERVIEW

### Degree:

PhD (Dr. phil) or DBA (Dr. rer. pol.)  
The degrees are recognised internationally and are issued by the SDU.

### Duration

Full-time: 3 years  
Part-time: 3-5 years

### Location:

Brand University of Applied Sciences  
Rainvilleterrasse 4 | 22765 Hamburg | Germany

University of Southern Denmark  
Niels Bohrs Vej 9 - 10 | 6700 Esbjerg | Denmark

## CONTACT

**Are you interested  
in joining the cooperative  
doctoral programme?**

For further information  
about the programme please contact

PROF. DR. HENRIK SATTLER  
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To apply, please submit your documents to  
[phd@brand-university.de](mailto:phd@brand-university.de)

Applications can be submitted at any time.