

Master Brand Strategy – FULL TRACK



1. SEMESTER

Brand Strategy
Brand Thinking
Digital Marketing Technologies

Choose 2 Electives

Digital Branding
International Brand Communication
Creative Concepting & Storytelling
UX Strategy
Brand Entrepreneurship
Agile Product Development



2. SEMESTER

Market Data Science
Consumer Behavior
Digital Customer Experience

Choose 2 Electives

Marketing AI
Brand Pricing & Brand Equity
Creative Leadership
Creative Technology & Tools
Business Modelling & Financial Planning
Growth Hacking & Platform Economy



3. SEMESTER

Integrated Practice Project
Master Thesis

Master Brand Strategy – SHORT TRACK

Start: winter semester, 1. October



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2. SEMESTER

Integrated Practice Project
Master Thesis

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Start: summer semester, 1. April



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