

## APPLICATION FORM

Master's Programmes:

**Brand Strategy M.A.**

Full Track or Short Track

Digital Branding

Design Innovation

Brand Entrepreneurship

### APPLICATION DEADLINES

Our summer semesters start in April and the winter semesters in October.

Our application deadlines vary depending on whether the applicants require an entry visa for Germany or not. Please click the following link for a list of countries:

<https://www.auswaertiges-amt.de/en/visa-service/-/231148>

**Applicants who do NOT need an entry visa for Germany:**

15th September and 15th March

**Applicants who need an entry visa for Germany:**

30th June and 15th December

### SELECTION PROCESS

Please ensure that you have completed your application and included all the required documents and materials. In a two-stage selection process we will determine if you have reached our academic criteria for admission to our graduate course. During the process we will assess your subject-related and general aptitude.

The selection procedure:

**Stage 1:** Assessment of your application materials

**Stage 2:** Entrance examination in the form of an interview

Our oral entrance examination is conducted by the Programme Director and a member of the faculty.

### REFERENCE

Please tell us how you found out about us.

- Google
- Facebook
- Instagram
- LinkedIn
- Family and friends
- Other: \_\_\_\_\_

## APPLICATION FORM

Please note that this PDF document is interactive, i.e. you can enter your information directly into it. Depending on your technical setup and browser, you may have to download it first to activate the feature. If you plan to fill in the form by hand (not recommended), please make sure to write clearly (preferably in capital letters). Please note that your personal data will be kept confidential and will not be disclosed to third parties.

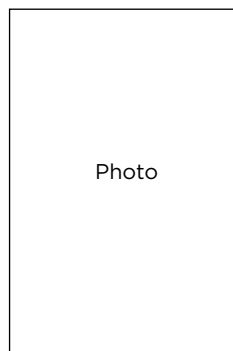
### Brand Strategy M.A.

- Full Track
  - Short Track
  - Digital Branding
  - Design Innovation
  - Brand Entrepreneurship
- 
- Winter Semester (October) 20\_\_
  - Summer Semester (April) 20\_\_

Place, Date \_\_\_\_\_

### PERSONAL DETAILS

Surname \_\_\_\_\_  
First Name \_\_\_\_\_  
Birth Name \_\_\_\_\_  
Gender  female  male  diverse  
Date of Birth \_\_\_\_\_  
Place of Birth \_\_\_\_\_  
Nationality \_\_\_\_\_



### CONTACT DETAILS

Street, No \_\_\_\_\_  
Postal code \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_  
Country \_\_\_\_\_  
Phone \_\_\_\_\_  
Mobile \_\_\_\_\_  
E-Mail \_\_\_\_\_



## HIGHER EDUCATION ENTRANCE QUALIFICATION

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Type of School Leaving Certificate (Secondary School Certificate)

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Date of Issue                      City                                      Country/State

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Name and Type of School

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Final Grade                                      Specialisation Subjects

## UNIVERSITY STUDIES: BACHELOR'S AND MASTER'S DEGREES

Please submit official transcripts or proof of degree/graduation and a copy of your leaving certificate.

### Admission Requirements:

- > Bachelor's degree (related to subject) 210 CP
- > Bachelor's degree (related to subject) 180 CP + work experience of 30 months (30 CP)
- > Bachelor's degree (related to subject) 180 CP + work experience of 15 months (15CP) + acquisition of 15 CP through additional studies at Brand University
- > Bachelor's degree (related to subject) 180 CP + acquisition of 30 CP through additional studies at Brand University
- > Bachelor's degree (not related to subject) 210 CP + completion of a topic-related bridging course
- > Bachelor's degree (not related to subject) 180 CP + work experience of 30 months (30 CP) + completion of a topic-related bridging course
- > Bachelor's degree (not related to subject) 180 CP + work experience of 15 months (15 CP) + acquisition of 15 CP through additional studies at Brand University + completion of a topic-related bridging course
- > Bachelor's degree (not related to subject) 180 CP + acquisition of 30 CP through additional studies at Brand University and a completion of a topic-related bridging course
- > Bachelor's degree (not related to subject) 180 CP + Master's degree

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University/Location

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Degree Programme (Bachelor or Master)

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Study Period (from ... to ...)                                      Degree

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Final Grade                                      Specialisation Subjects

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University/Location

---

Degree Programme (Bachelor or Master)

---

Study Period (from ... to ...)                                      Degree

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Final Grade                                      Specialisation Subjects



## WORK EXPERIENCE

**(after acquiring the university degree, no internships)**

Please attach a reference for each professional experience.

Job title	Company and location	Duration in month	weekly working hours
Description of professional activity in keywords			

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Description of professional activity in keywords			

## LANGUAGES

### English Skills:

Provide evidence of your English language proficiency at B2 level of an internationally recognised English language test e.g. TOEFL or IELTS or an equivalent of proof.

Please indicate the score you have achieved:

**TOEFL points:**  or **IELTS score:**

## APPLICATION CHECK LIST

- Completed application form including photo
- Higher Secondary School Certificate
- Bachelor Degree Certificate, Transcript of Records, Grading System of the University (Diploma Supplement)
- Master Degree Certificate, Transcript of Records, Grading System of the University (Diploma Supplement) (if available)
- Copy of valid ID card/passport
- Proof of English language proficiency (IELTS, TOEFL or equivalent of proof)
- A current CV in tabular form and chronological order
- Motivation Letter
- Proof of working experience, letters of reference

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### Please send your complete application to:

**anna.braun@brand-university.de** (preferred)

Alternatively, you can send it by regular mail to:

#### **Brand University of Applied Sciences**

Attention Anna Braun  
Lilienstrasse 5-9  
20095 Hamburg  
Germany

Also, do not hesitate to contact her if you have any questions about the master's programme or need assistance in the application process.

**anna.braun@brand-university.de** or **+49 (0) 40 380 893 56-24**