

# Info Package

# Master Brand Strategy

Focus Digital Branding

Focus Brand Entrepreneurship

Focus Design Innovation

In our master's programme you will learn how to choose and develop the perfect strategy to move your brand forward.

Apply digital technologies to explore new ways in our fast-paced digital world to become a skilled problem-solving expert.

Study in English to gain professional skills for the international branding, marketing and design industry.

Look forward to a familiar atmosphere on the campus to grow your future network.



# Generalist or specialist?

## Find your match!

The master's programme "Brand Strategy" provides a unique curriculum structure to match your skills, interests, and goals.

### For generalists

#### **Brand Strategy:**

##### **Full Track**

Are you eager to learn about Brand Strategy in general? Enroll in the "full track", study three semesters, and choose your electives from every focus according to your interests.

#### **Brand Strategy:**

##### **Short Track**

You already have at least two and a half years of work experience and would like to take a short cut to a higher qualification degree? Study two semesters to refine your expertise in Brand Strategy.

### For specialists

#### **Brand Strategy:**

##### **Digital Branding**

You are in for great marketing concepts and corporate communication? Your goal is to shape the future with sustainable business strategies through digital channels? Learn to use the potential of AI in marketing and sales.

#### **Brand Strategy:**

##### **Brand Entrepreneurship**

You dream of creating your own business to implement your innovative ideas? Develop meaningful, sustainable and viable business models. Learn how to use the latest marketing and sales tools to attract your target audience.

#### **Brand Strategy:**

##### **Design Innovation**

You are a designer and need strategic know-how to successfully implement your ideas in business? Learn how to design exciting digital products and services and deepen your knowledge of storytelling and UX strategy.

# Your future – your choice

| General Modules for all routes |                             |                             |
|--------------------------------|-----------------------------|-----------------------------|
| Semester 1                     | Semester 2                  | Semester 3                  |
| Brand Strategy                 | Market Data Science         | Integrated Practice Project |
| Brand Thinking                 | Consumer Behaviour          | Master Thesis               |
| Digital Marketing Technologies | Digital Customer Experience |                             |

| Electives for the specialist routes |   |                                 |
|-------------------------------------|---|---------------------------------|
| DIGITAL BRANDING                    | BRAND ENTREPRENEURSHIP                  | DESIGN INNOVATION               |
| Digital Branding                    | Brand Entrepreneurship                  | Creative Concept & Storytelling |
| International Brand Communication   | Agile Product Development               | UX Strategy                     |
| Marketing AI                        | Business Modelling & Financial Planning | Creative Leadership             |
| Brand Pricing & Brand Equity        | Growth Hacking & Platform Economy       | Creative Technologies & Tools   |

**Students of Brand Strategy Full Track have the free choice of two electives in their first and second semester.**



*A gate of knowledge and opportunities... Brand University is one of the best decisions I have ever made".*

**Jerina Haxhimali**  
(Master Student)



**brand university**  
of applied sciences

# Brand Strategy Full Track

Our master's programme Brand Strategy is perfect for students who are passionate about brands and want to advance their career in this exciting field.

You will learn to understand consumers and expand your strategic competencies. In the rapidly changing business & brand landscape, digital technology has become an integral part of branding. Our programme equips students with the skills and knowledge

necessary to succeed in this dynamic environment.

Our master's programme in Brand Strategy is designed to provide students with a comprehensive education in branding, with a strong focus on digital technology. The coursework helps students to increase their knowledge necessary to succeed in a variety of branding-related careers, such as brand management, digital marketing, business consulting, and more.



## 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

# Brand Strategy **Short Track**

Your master degree is just one year away! If you already work in some business fields related to the study topic, you are the perfect candidate for the Brand Strategy Short Track.

**Start: winter semester, 1<sup>st</sup> October**



## **1. SEMESTER**

Brand Strategy  
Brand Thinking  
Digital Marketing Technologies

### **Choose 2 Electives**

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



## **2. SEMESTER**

Integrated Practice Project  
Master Thesis

**Start: summer semester, 1<sup>st</sup> April**



## **1. 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



## **2. SEMESTER**

Integrated Practice Project  
Master Thesis

# Brand Strategy Design Innovation

You are a designer and need strategic know-how to successfully implement your ideas in business? You are ready to take the next step in your career?

In the Design Innovation focus you will learn to design exciting digital products and services and deepen your knowledge of storytelling and UX strategy in order to work in the

international brand industry.

In our master's programme Design Innovation you will learn how to develop exciting products and services, create digital innovations and apply relevant technologies.

You'll work on real projects with major corporations, agencies or startups, making valuable contacts for your future career path.



# Brand Strategy

## Digital Branding

Your heart beats for great marketing concepts and corporate communication? You want to shape the future with sustainable business strategies through digital channels?

Learn to use the potential of artificial intelligence (AI), marketing and sales in the focus Digital Branding.

In our master's programme Digital Branding you will learn how product development, marketing and distribution work in the digital landscape. You will work on real projects with major brands. This will prepare you for a career in the international brand and creative industry.



### 1. SEMESTER

Brand Strategy  
Brand Thinking  
Digital Marketing Technologies

#### Electives

Digital Branding  
International Brand Communication



### 2. SEMESTER

Market Data Science  
Consumer Behavior  
Digital Customer Experience

#### Electives

Marketing AI  
Brand Pricing & Brand Equity



### 3. SEMESTER

Integrated Practice Project  
Master Thesis

# Brand Strategy

## Brand Entrepreneurship

You dream of creating your own business? You want to know how to bring your innovative idea to the market?

The study focus Brand Entrepreneurship is all about developing meaningful, sustainable and viable business models. You will learn how to use the latest marketing and sales tool to attract your target audiences. In our Master's programme Brand

Entrepreneurship you will learn what constitutes meaningful and sustainable business models. You will also make your own idea market-ready.

You will learn what innovative ideas are all about, familiarise yourself with disruptive technologies, meet mentors and like-minded people and make valuable contacts for your future career.



### 1. SEMESTER

Brand Strategy  
Brand Thinking  
Digital Marketing Technologies

#### Electives

Brand Entrepreneurship  
Agile Product Development



### 2. SEMESTER

Market Data Science  
Consumer Behavior  
Digital Customer Experience

#### Electives

Business Modelling & Financial Planning  
Growth Hacking & Platform Economy



### 3. SEMESTER

Integrated Practice Project  
Master Thesis



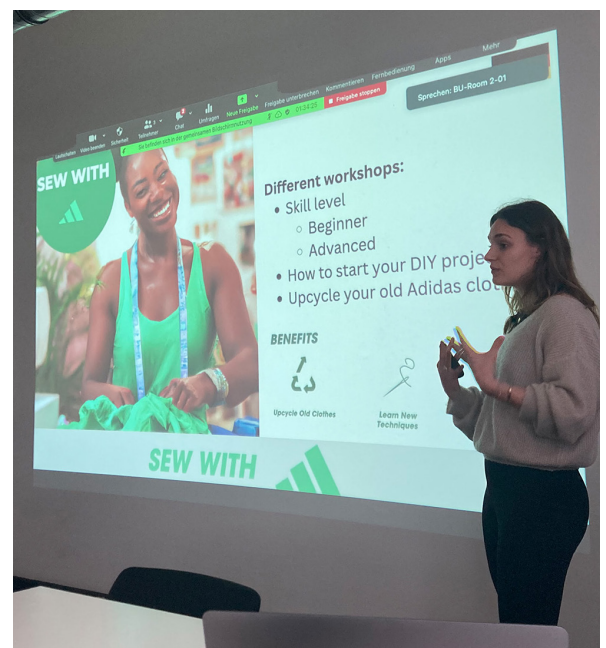
# Put your skills to practice and increase your opportunities

In small groups and a creative atmosphere, you will work on real projects with major corporations, agencies, or startups.

You are going to make valuable contacts for your future career path. Here you can apply your knowledge

and experience the workflows of the management and media industry first-hand.

Work on your professional presentation skills to impress top managers of internationally renowned brand companies.



“It is not just the information that is practical here, our exam projects are as well. We cooperated with a massive external partner to innovate their brand. It is said, „practice makes perfect“, and in my view, Brand University puts the P in practice!”

**Michael Balogh** (Master Alumnus)

# Your next career step is coming up

As a master graduate of Brand Strategy you can choose from a wide variety of careers, such as:



■ Brand Strategist ■ Strategy Consultant ■ Founder ■ Digital Marketing Strategist ■ Design Consultant ■ UX Researcher ■ Creative Strategist ■ Online Marketing Manager ■ Entrepreneur ■ Growth Hacker ■ Startup Consultant ■ Business Developer and many more ...

# 5 good reasons to study Brand Strategy

## RELEVANT

Focusing on key business topic strategy and branding

## INTERNATIONAL

Intercultural community of students and lectures ensuring a global perspective

## PRACTICE-ORIENTED

Merging scientific thinking with practical experience and individual skill development to make you more than ready for your professional career

## EXCLUSIVE

Limited number of students providing a creative, inspiring, personal atmosphere

## CAREER-ORIENTED

Our target is to build an active network for your future

“The internationality of the university is visible at all times and offers an encouraging environment for creative thinking and strategic testing of teaching content.”

**Cornelius Gesing**  
(Master Alumnus)

# Our top team



## **Prof. Dr. Yonca Limon-Calisan**

Professor for Management, Vice President (Research)

6 years of marketing experience in food sector, 10 years of international academic experience in Germany, USA and China, nominated for various awards, DAAD scholarship



## **Dr. Thomas Suwelack**

Professor for Marketing Management 8 years as a management consultant for clients such as BMW, Vodafone, Metro, ProSiebenSat1, studied business administration at the University of Münster, Ph.D. in Marketing



## **Prof. Dipl. Des. Michael Jonas**

Professor for Design Former Creative Design Director with long-standing experience at creative and digital agencies, 50+ international awards for creativity and design, 10+ years of university teaching experience

# All details of all our programmes

|                          |   |
|--------------------------|---|
| <b>Degree</b>            | Master of Arts  |
| <b>Study mode</b>        | Full time,<br>Classroom study   |
| <b>Language</b>          | English   |
| <b>Duration</b>          | Full track:<br>and specializations:<br>3 Semesters<br>(90 ECTS)<br><br>Short track:<br>2 Semesters<br>(60 ECTS) |
| <b>Start of studies:</b> | October 1st/April 1st   |

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## Application deadline

EU citizens:

September 15th / March 15th

Non-EU citizens:

June 15th / December 15th

## Full track tuition fees (3 semesters)

EU citizens:

14.500,- Euro (total fees)

Non-EU citizens:

21.670,- Euro (total fees)

## Short track tuition fees (2 semesters)

EU citizens:

10.030,- Euro (total fees)

Non-EU citizens:

14.830,- Euro (total fees)

# How to apply: **Your way to your master in „Brand Strategy”**

## Application requirements

- Bachelor's degree with at least 210 CP ECTS or 180 CP ECTS + working experience/ acquisition of 30 CP during your Master Studies at the BU through attending courses, participation in practice projects, research lab.
- English language proficiency (min. B2)
- Successfully passing the entrance interview

## APPLY NOW!

## Application Checklist

- Completed application form including photo  
<https://www.brand-university.de/en/master/brand-strategy/#admission>
- 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

Please send your complete application to:  
anna.braun@brand-university.de

Are you interested or do you have any questions?  
Contact our study advisor



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