

Master Brand Strategy



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