

# Your career in branding



## Brand Strategy (M.A.)

On-campus in Hamburg  
no admission restrictions



**bu**  
**brand university**  
of applied sciences

## THINK STRATEGICALLY, LEAD CREATIVELY



**Our Master's Program in Brand Strategy combines branding, strategy, and technology.**

### **At a glance:**

- Format: On-campus, full-time
- Language: English
- Start Dates: April & October
- Duration: 3 Semesters (90 ECTS)
- Tuition Fees: 745 € monthly



**REGISTER  
TO INFO EVENT**

[www.brand-university.de](http://www.brand-university.de)

## FIVE REASONS FOR BRAND STRATEGY (M.A.)



- **International study program** with gearing graduates towards a strategic global career in branding, design and marketing.
- Learn, work and grow in **small international student groups** to develop your intercultural communication skills, management capabilities and team leadership.
- **Free access** to relevant digital research tools like SPSS, B4P, Statista and stationery and digital libraries and a Brand Lab that allows hand on research and agency simulation games.
- Incorporation of **high scale practice project** with 1. practice partner of your choice 2. provided by BU or 3. the opportunity to set up and business plan your own brand
- **Choose you own focus** of your Brand Strategy degree by the section of elective courses ranging from design and innovation focus to brand entrepreneurship.

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# CURRICULUM MASTER BRAND STRATEGY

## 1. SEMESTER

Brand Innovation  
Brand Thinking  
Digital Marketing

### Choose 2 Electives\*

Digital Branding  
International Brand  
Communication  
Digital Marketing  
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 Technology &  
Tools  
Growth Hacking &  
Platform Economy

\* depending on a number of at least  
5 participants per election

## 3. SEMESTER

Integrated Practice Project  
Master Thesis

# YOUR PATH INTO THE "WORLD OF BRANDS"

After completing your Master's degree, exciting career opportunities await you. You'll be equipped to plan marketing campaigns, strategically guide product launches, and develop brand strategies, for example, in roles such as:

➤ Brand Manager

➤ Marketing Manager

➤ Product Manager

➤ Design Manager

➤ Strategic Planner

➤ Innovation Manager



# FUTURE-ORIENTED LEARNING



## Your campus in the heart of Hamburg – the creative hotspot:

- Just 300 meters from the central station
- Surrounded by Hamburg's vibrant creative scene and global brands
- Cafés, shops, and urban flair right at your doorstep
- Free online library and Office 365/A1 online license

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