

Master Programme
International Brand Management

Brands are created in your mind!



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“Leadership and extensive know-how are the key factors behind a successful brand.”

Prof. Dr. Christian Duncker
Head of Department of Management

Introduction

International Brand Management – How to make brands successful worldwide

International brand managers establish brands in target markets all over the world. This is a very demanding and exciting job. As a result of globalisation, leading brand companies are faced with major challenges when developing brand strategies for heterogeneous economic regions and markets. Emerging brand markets are generally situated in countries other than the home countries of the respective brand companies. Consequently, the development, positioning and sustainable brand management need to be focused on these divergent market conditions.

As a future brand manager working in an international environment, you will develop internationalisation strategies for your brands, as well as carrying the responsibility for monitoring their implementation. The objective of your activity, which carries a great deal of responsibility, will be to boost sales of services and products, thus leading to the increase in earning power and the value of the respective companies and brands. Such activity entails both

strategic and operational tasks. Concerning strategic tasks, you will be involved, among other things, in the development of international brand architecture and its adaptation to individual regions and markets. Regarding the operational tasks, you will collaborate on developing international models for products, pricing, communication and distribution policies of brands.

Brand Academy's unique, comprehensive International Brand Management Programme is designed to develop your competitive competencies as a future brand manager, enhance your performance and enable you to manage international brands successfully. This programme designed and delivered by our university's brand experts, will equip you with the confidence to make the decisions needed to succeed, expand your thinking and learn what it takes to become an exceptional brand manager in global business.

Challenges for International Brand Managers

As an international brand manager, a unique combination of expertise and skills are required. You must have extensive knowledge about the key success factors of international brand management. You need a deep understanding of the entire life cycle of a brand. You are required to professionally and sustainably implement the instruments and methods of international brand management and accordingly measure and show their effectiveness. It is a matter of course to conduct a considerable part of your international experience in English.

The target markets of your brands often differ greatly from one another. In such cases, your newly gained intercultural skills enable you to understand the intricacies of the respective markets and, furthermore, to implement this understanding in the collaborative work on developing relevant brand strategies. You will always be successful because you combine ethical responsibility with goal-oriented activity. This is based on the inclusion of sustainable factors of the regional markets and cultures, as well as your scientific and economic know-how.

Our International Brand Management Programme

Our Master of Arts in International Brand Management enables you to acquire the knowledge and to develop all the key skills that you will need in your future career. The profile and the objectives of the programme are to focus along the lines of intercultural and international principles. For this reason, the programme is taught in English.

This programme provides a specialised training in internationally oriented brand management, with term emphasis on developing both managerial and cultural skills and knowledge. During the four terms, you will complete a total of 17 study modules. The programme is strongly practice-oriented as it was designed to meet the professional and scientific demands of the vocation. You will learn the specific characteristics of cross-cultural and cross-border brand management in various economic and legal systems. Our programme is unique since conventional degree programmes in the field of general management, marketing and brand management usually lack the international as well as intercultural focus. Having successfully completed your studies, you will be awarded the Master Degree and you will have acquired all the key competences that are necessary for a promising career as a brand manager.



*„The only way to do great work is to love what you do.
If you haven't found it yet, keep looking. Don't settle.
As with all matters of the heart, you'll know when you find it.
And, like any great relationship, it just gets better and
better as the years roll on. So keep looking until you find it.
Don't settle.”*

Steve Jobs

Merging scientific thinking with practical experience

Our specialised postgraduate programme enables you to acquire comprehensive knowledge and to develop those skills which are essential in current professional practice, as well as indispensable for your future career. International Brand Management represents the core of the programme's content. Over the duration of the programme, your occupational competences will be systematically developed. The programme is designed to facilitate a strategic learning process, enabling you to become a fully trained international brand manager, well prepared for the challenges of the professional arena. Fundamental principles of brand

management will be introduced throughout the first semester, whereas in the second and third semester the methodological and thematic emphasis will be placed on more specific, specialised areas of study - especially on a practice-based teaching and learning approach. In the fourth semester you will spend six weeks working on a so-called "Practice Transfer Project" embedded in a company, allowing you to transfer the knowledge you have acquired in the previous semesters into practical hands-on experience. Following the practical work you will focus on writing your thesis and then finalise your studies with an oral examination.

The programme consists of the following four study units:

MA International Brand Management			
Brand Management	Intercultural Skills	Business Management & Foreign Trade	Practice Transfer Project

Brand Management

International Marketing Research
Corporate Branding
Transnational Brand Communication
International Brand Management

The **Brand Management** unit facilitates the acquisition of knowledge and skills which are of essential importance for your future career as an international brand manager. It deepens the knowledge you have acquired in your previous studies and focuses primarily on international models and methodologies of brand management.

Intercultural Skills

Intercultural Skills I
Business English for Marketing
International Marketing Research
Intercultural Skills II

The **Intercultural Skills** unit, helps you develop these skills and will therefore help you to acquire a deeper understanding of internationalism. You are introduced to results of relevant intercultural research and learn how to apply these in international marketing research. In order to train you for challenges of working in international and multicultural teams, you will be asked to engage with various methods and tools of project and communication management.

Business Management & Foreign Trade

Financial Management
Statistics
International Management
Politics and Law

The **Business Management and Foreign Trade** unit introduces fundamental skills in areas such as management, financing, controlling, as well as political and legal frameworks of international trading.

Practice Transfer Project

Elective Module Specialisation I
Elective Module Specialisation II
Practice Transfer Project

The **Practice Transfer Project** unit. This is designed to unite your aims and learning, enabling you to apply the skills and knowledge you have acquired during the programme and transfer them into practice based work. Here you will have the major opportunity to specialise in specific areas and topics and deepen your knowledge through emphasis on project work and by giving particular attention to integrating theory and practice.

Your steps to becoming an international brand expert

Proceeding from knowledge to competence

The MA International Brand Management comprises 17 modules. The elective and practice based modules allow you to channel your personal interests and specialise in a specific subject area such as, for instance, luxury brands. The elective modules place special emphasis on practice and project work. The practice transfer project, which takes place in the fourth semester, will offer you the major opportunity to develop an independent analysis of a specific professional challenge that a brand-oriented company faces. This will enable you to gain invaluable hands-on experience. You will then work on your own solution to this challenge as part of your written thesis, thus demonstrating your problem-solving skills. Your written and practical work will provide you with the basis for a future professional career.

Forms of assessment

In each of the modules your work will be assessed through different forms of exams. They are designed to test the progress of your acquisition of knowledge and skills and offer you a valuable feedback regarding your academic success. You are assessed through exams, research and project presentations, analysis of case studies, homework, practical projects and, of course, your master thesis.

The final phase

During the fourth semester, in the final phase of your studies at the Brand Academy, you will work on completing your practice transfer project in a brand-oriented company, as well as on writing your practice-oriented master thesis.

Successful completion of the programme

Upon successfully completing the International Brand Management programme, the students are awarded the internationally recognised MA degree.

Study plan MA International Brand Management

1st Term

Module Titles	Assessment	TPW	CT	S	WL	CP
International Brand Management	A + WE	4	48	102	150	6
International Marketing Research	A + SP	4	48	102	150	6
Intercultural Skills I	A + WE	4	48	102	150	6
Business English for Marketing	A + WE	4	48	102	150	6
Financial Management	A + WE	4	48	102	150	6
		20	240	510	750	30

2nd Term

Corporate Branding	A + SP	4	48	102	150	6
Intercultural Skills II	A + WE	4	48	102	150	6
International Product Development	A + SP	4	48	102	150	6
Statistics	A + WE	4	48	102	150	6
Elective Module I - Specialisation	A + P/D	4	48	102	150	6
		20	240	510	750	30

3rd Term

Politics and Law	A + WE	4	48	102	150	6
International Management	A + WE	4	48	102	150	6
Sales and Supply-Chain-Management	A + WE	4	48	102	150	6
Transnational Brand Communication	A + WE	4	48	102	150	6
Elective Module II - Specialisation	A + P/D	4	48	102	150	6
		20	240	510	750	30

4th Term

Practice Transfer Project	P/D			200	200	8
Master Thesis	M/E			550	550	22
		0	0	750	750	30

Total

60 720 2280 3000 120



Starting a promising career

Our graduates will leave well prepared to meet all the challenges of a professional career in international brand management. On successfully completing the MA programme, you will be equipped with exactly those key competencies that are in demand in the corporate professional arena, and will thus go on to occupy the corresponding positions in brand-driven companies.

Our graduate programme trains you for professional practice, enabling you as a future international brand manager to perform the breadth of activity including analysis, concept development, planning, coordination, communication and controlling. Depending on the type of company, your brand portfolio and your career level, you will perform strategic and/or operational tasks. At the beginning of your professional career, your focus could be, for example, on the strategic development of a single brand.

Taking over responsibility of key positions in brand-driven companies and agencies

As a future brand manager responsible for international markets, you will engage with issues of cross-marketing and cross-cultural marketing. You will focus on enhancing the position of an international brand as well as on developing new ones. Should you work for a large company or a corporation, your responsibilities might include the positioning of individual brand entities within the given brand architecture. You will introduce these individual brands as well as the umbrella brands into diverse markets and be responsible for long-term brand management issues.

As a graduate of this programme you will go on to work in international brand-driven companies, consulting agencies that specialise in brands, or in international agency networks that focus on offering services in the field of international marketing strategies. At the beginning of your professional career you could, for example, be appointed as:

- Product Manager in an international brand-driven company
- Brand Manager in charge of national brand management of an international brand
- International Consultant in a consulting agency
- Strategic Planner or Brand Strategist in an international agency network.

In the course of your professional activity, there are a number of career paths that you might opt for. You could, for instance, be responsible for a single brand or be in charge of international branding projects. Alternatively, your responsibilities could also focus on an entire product line or umbrella brands of your employer. Further steps in your career could lead to the position of Marketing Director, Head of Marketing, or ultimately you could be appointed a member of the company's Board of Directors. In the field of consulting services your career development could start with a position of a Consultant, progressing to the Senior Consultant and culminate in the position of the Principal Consultant and Partner. If working in an agency, your career goal would be to hold the position of the Senior Planner or Brand Strategist.

How to apply

This MA programme is designed for international students who have already obtained a Bachelor's degree or equivalent professional qualification in a related discipline. Following your graduation, you aim to specialise in brands and envisage a future career in an international brand-driven company. In order to be admitted to the programme, you have to meet the following entry requirements:

- Successful completion of a six-term BA programme rated at 180 credits (ECTS) focusing on brands, marketing or brand management. Applicants may also be graduates in business administration majoring in marketing or brand management or have acquired a similar qualification at a German or an international university of the equivalent ranking.
- Provide evidence of your English language proficiency at the B2 level of the "Common European Framework of Reference for Languages: Learning, Teaching, Assessment" by submitting a certificate confirming that you have passed an internationally recognised English language test, e.g. **IELTS** (with minimum of 6 points).
- Submission of the duly completed application.
- Successful completion of the entrance examination as part of the selection process aimed at determining whether you have the ability to benefit from and contribute to the learning environment at postgraduate level.



Application process

Please ensure that you send the completed application, providing all the required details and materials. The application consists of:

- a completed application form,
- 2 passport sized photographs,
- current CV in English,
- certified copy of your undergraduate degree (BA certificate, transcript certificate, diploma supplement, etc.) or - in case you have not completed your studies at the time of applying - a certified confirmation from your university regarding your study status and the expected date of your graduation,
- a letter of motivation in English (max. two A4 pages) in which you describe your reasons for choosing the MA International Brand Management at the Brand Academy.

Within a two-stage selection process we will determine if you have met the academic criteria for admission to the graduate programme International Brand Management.

During the process we will assess both your subject-related and general aptitude. The two stages comprise:

Stage 1 | Assessment of your paper application

Stage 2 | Entrance examination in the form of an interview

At each stage, you will be evaluated according to the 5-point grading scale ranging from 1,0 (excellent) to 5,0 (insufficient). You will be invited for the oral entrance examination in case you have obtained at least the lowest passing grade (4,0) for your written application.

The subsequent oral entrance examination allows us to determine whether your subject-related and general aptitude as well as your aspirations are compatible with the chosen programme. The interview usually takes 45 minutes. The evaluation criteria include, relevant practical experience and knowledge as well as

personal, communication and social skills. Further requirements are language skills in English, along with motivation, commitment, career expectations, your own personal goals and expectations regarding the study programme. Not all of these aspects have equal emphasis in the evaluation process.

The oral entrance examination is conducted by the programme's director and another faculty member. According to a clearly defined method, the assessment takes place immediately following the interview. The programme's director holds the responsibility for the accuracy of the assessment. Please contact our Application Advisory Office for further information.

Any Questions?

Brand Academy has application advisors, who are there to support International Brand Management candidates and participants. If you have any further queries about the programme, how it fits with your needs or how the selection process works, we are here to help. Do get in touch using the contact details below.



Contact
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Application Advisor

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Invest in your future international career

By choosing our programme you are investing in your future, as today more and more companies regard a master's degree as a fundamentally necessary condition for long-term career prospects of their employees.

As a private university, the Brand Academy prides itself in offering their students an academic environment and personalised individual attention which is quite different to conditions a state university could offer you. The budget generated by our students' tuition fees is exclusively used to maintain and further enhance this high level of quality.

Tuition fees for non-EU students are 1.140 Euro per month over a period of 24 months. Additionally, you are obligated to pay a one-time registration fee of 2.500 Euro. In certain cases students from non-EU countries with a long-term residence permit for an EU-country might qualify for the lower EU tuition fees.

Funding

A number of public institutions and financial services in Germany offer a variety of possibilities for funding your studies. You can find a comprehensive list of various funding options by visiting the following website:

<http://www.studentenwerke.de/main/default.asp?id=03100>



Eight good reasons for choosing our International Brand Management programme

- 1 Relevant.** Through focusing on knowledge and skills that are key success factors for brand-driven companies.
- 2 Innovative.** With a unique thematic focus and cutting-edge learning methods.
- 3 Personal.** Owing to counseling we offer you support starting from the application process, throughout your studies in small teaching groups and culminating in alumni career service.
- 4 Career-oriented.** Due to our internationally recognised MA degree and by supporting the development of your future professional career through our network.
- 5 International.** With English as the language of instruction and an intercultural community of students, lecturers and cooperation partners from all parts of the world.
- 6 Excellence-driven.** With outstanding quality in teaching, learning, research and professional qualification.
- 7 Community-oriented.** Since we cultivate the atmosphere of mutual respect and continual support for our students.
- 8 Sustainable.** As we attach great importance to keeping a lifelong dialogue with our graduates and developing their skills to achieve professional excellence.

At a Glance

Course Title	International Brand Management
Entry requirements	Primary degree (BA credit rated at 180 credits (ECTS) or an equivalent degree in relevant disciplines) and a certificate of an English language test at B2 level
Duration	four terms
Study Mode	full time
Study Level	postgraduate
Programme Credit (ECTS)	120
Workload per Credit	25 hours
Contact Hours	an average of 20 per term
Language of Instruction	English
Application Deadline	Applications can be submitted throughout the academic year
Start Date	Each summer term
Number of Places	30
Degree	Master of Arts (internationally recognised)
Tuition Fees	<ul style="list-style-type: none">• German and EU-Fee: 950 Euro / Month – 24 Months plus 1.490 Euro one-time Registration Fee• Non-EU-Fee: 1.140 Euro / Month – 24 Months plus 2.500 Euro one-time Registration Fee
Financial Aid	<ul style="list-style-type: none">• Student loans (BAföG)• Possibilities of funding through public institutions and financial services
Accreditation	Accredited by FIBAA in July 2013



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university of applied sciences

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