

MASTER IN INTERNATIONAL BRAND COMMUNICATION

- international degree Master of Arts
- study in Hamburg
- Eurasian focus of brands and advertising
- 2 years full-time program
- 3 areas of specialisation
- state recognized and accredited degree
- worldwide career opportunities



Who is the International Brand Communication (IBC) designed for?

As a recent graduate, with or without prior working experience, you are ready to begin your career on the global stage and in the advertising industry, where brands touch the hearts of consumers. You have a keen interest in creative brand communication campaigns like Apple, Coca Cola, Mont Blanc, Nike and Nivea and are curious to explore new cultures. You are ambitious and looking to develop skills that allow you to excel in the fast-moving world of global advertising, as Strategic Planner, Account Manager, Consultant or Creative Director. **Take the first step of your global career with us.**



What are our prerequisites?

You have

- a keen interest in international advertising, brand communication, brand design, campaigning strategies and the latest brand communication trends and innovations
- the desire to forge a truly successful global career in the advertising industry
- an undergraduate academic degree in any study discipline (Bachelor's degree equivalent to 180 credits (ECTS) is required)
- Knowledge of English is mandatory (English skills at Level B2)



How to kick start your career?

Build the foundations of a successful global career and develop an international outlook with our new Master's Degree in International Brand Communication. This two year course provides unparalleled exposure to Western and Eastern ways of planning and creating brand communication campaigns in advertising agencies. Power your learning in a unique combination of core and elective courses with three different areas of specialisation, taught in English. Collaborating with well-known agencies and companies, you will create effective communication campaigns suitable for selected countries.

5 reasons to choose this master program:

1. Relevant.
Focusing on key success know-how and skills in no. 1 business topic 'brands'
2. International.
Intercultural community of students and lecturers ensuring global perspective
3. Practical-oriented.
Merging scientific thinking with practical expertise and latest trends (digital media, interaction design)
4. Exclusive.
Limited number of students ensuring a creative, inspiring and personalized atmosphere
5. Career-oriented.
Target is to build an active network for your future

Why Brand Academy?

The Brand Academy is a private governmentally recognized university, the 1st worldwide focusing on brands. Our location is Hamburg, one of the top 10 biggest cities of the European Union. Our programs are governmentally accredited and recognized worldwide.

We teach the knowledge of brand management, design and communication, and we promote intercultural, targeted networking to help our students to develop personally during and after their studies.

Fees and Funding

To enable us to provide closer support for students from countries outside the EU, the course fees for them are € 6,840 (€1,140 p.m.) per semester. Furthermore a one-off fee of € 2,700 will be charged for matriculation and examinations.

Due to the long-term cooperation with Beijing Normal University the students of BNU will be granted a discount of 10% on tuition fee.

IBC Program Structure

1st Term	2nd Term	3rd Term	4th Term
International Brand Communication	Consumer Psychology and Insights	Int. Media Planning and Campaigning Strategies	Master Thesis
Theories of Media and Communication Science	Int. Creative Leadership and Agency Management	Open Innovation & Digital Thinking	
Creative Conception and Storytelling	Semiotics and Visual Aesthetics	Brand Agency Simulation Game	
English for IBC	Intercultural Competence	Project Work	
Elective Module I - Specialisation*	Elective Module II - Specialisation*	Elective Module III - Specialisation*	

*Students can choose between three areas of specialisation: Strategic Planning, Account Management, Cross-media Creation

**For more information
please visit:**

www.brand-acad.de