

brand and MARKETING MANAGEMENT


berlin

HEAD OF SPECIALISATION



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LANGUAGE

 English

DURATION

Candidates with 3 years of studies/ 180 ECTS credits :
2 years

Candidates with 4 years of studies/ 240 ECTS credits :
1 year

THE 3 KEYS STRENGTHS

Meets the needs of companies seeking new and innovative ideas. Combines the theoretical and creative aspects of branding and marketing. Students apply conceptual frameworks to real-life projects with the help of professionals from the world of business.

For a brand and marketing professional in a multi-cultural company, this programme is a truly unique personal and professional experience.

The multi-disciplinary approach is the ARTEM alliance's key strength, especially in an international context, and one that helps students move beyond the traditionally discipline-based management framework.

STUDY RHYTHM

MSc 1

Study/work rhythm: 3 days at school / 2 days at work. You can choose any ICN campus

MSc 2

Study/work rhythm: 3 days at school / 2 days at work. Berlin campus

PROGRAMME OBJECTIVES

Once they have completed the program, MSc in Brand and Marketing Management graduates will be able to identify ways to build the company's brand capital and implement strategies within a multidisciplinary and/or multicultural context. They will also be able to draw on their aesthetic training as a source of creativity when making branding decisions.

PROGRAMME MODULES

The programme is split into modules that enable the students to:

- ▶ Develop a comprehensive and current understanding of brands, brand equity, and brand management with focus on social media (Branding in the Social Media Era).
- ▶ Analyze the marketing environment and the effectiveness of a brand strategy based on facts and data (Marketing Intelligence and Brand Analytics).
- ▶ Create a brand strategy on the basis of a deep understanding of the consumers' needs and the organization's identity and apply conceptually brand strategies on the market (Strategic Brand Management).
- ▶ Independently work on contemporary topics in marketing and branding, e.g. influencer marketing, artificial intelligence, brand communities, start-up brands or gamification (Current Issues in Marketing and Branding).
- ▶ Explore new challenges in brand management that incorporate sustainable development issues and ethics (Sustainable and Responsible Branding).
- ▶ Train skills how to design with colors and type as well as play with words and text (Brand Designs and Campaigns)



CAREER OPPORTUNITIES

This programme prepares students to take on the following international roles in BtoC or BtoB markets:

- ▶ Global Brand Manager
- ▶ Product Manager
- ▶ Marketing Manager
- ▶ Strategic Brand Planner
- ▶ Brand & Marketing Consultant / Analyst

A FEW OF OUR BUSINESS PARTNERS

- Adidas
- Brand Trust
- GFK
- VOK DAMS worldwide



The MSc in Brand and Marketing Management was the perfect springboard for my career. The strong emphasis on theory and practice was a real asset. Consumer analytics, brand strategies, luxury and fashion business, social media communication, among other subjects help students to learn the core principles of branding and marketing and embark on an international career in the sector that they are interested in. The classes were small and well supervised. After graduation, I went on to work in the international head offices of Puma and Swarovski.

Anissa Heddouche
 Product manager, Spadel