

BRAND INNOVATION



brand university
of applied sciences

Focus Marketing & Innovation



1st SEMESTER

Brand Innovation
Brand Thinking
Digital Technologies & Development
Digital Branding
Intern. Brand Communication & Experience



2nd SEMESTER

Data Science
Artificial Intelligence
Brand Bootcamp
Market Research & Consumer Psychology
Digital Sales & Services



3rd SEMESTER

Practice Project
Master Thesis

Focus Design & Innovation



1st SEMESTER

Brand Innovation
Brand Thinking
Digital Technologies & Development
Creative Concepting & Storytelling
UX Strategy



2nd SEMESTER

Data Science
Artificial Intelligence
Brand Bootcamp
Creative Leadership
Creative Technology & Tools



3rd SEMESTER

Practice Project
Master Thesis

Focus Entrepreneurship & Innovation



1st SEMESTER

Brand Innovation
Brand Thinking
Digital Technologies & Development
Brand Entrepreneurship
Agile Product Development



2nd SEMESTER

Data Science
Artificial Intelligence
Brand Bootcamp
Business Modelling & Growth Financing
Growth Hacking & Platform Economy



3rd SEMESTER

Practice Project
Master Thesis