

Brand Innovation M.A.



At Brand University of Applied Sciences you will learn how to develop innovative products and brands and apply digital technologies to explore new ways in our fast-paced digital world to be a skilled problem-solving expert.

In our Master's programme Brand Innovation you can choose from 3 different focuses:

DEVELOP BRAND INNOVATIONS

BRAND INNOVATION - MARKETING

Digital Skills for Innovative Marketing
AI, VR, Big Data: Discover marketing in digital times and become an expert for brands in the world of technology.

BRAND INNOVATION - DESIGN

Develop Digital Innovations
Learn to create services and products with a user-oriented design approach and application of disruptive digital technologies.

BRAND INNOVATION - ENTREPRENEURSHIP

Create Your Own Business
Change entire industries, rethink things, make the world a better place: Learn all about sustainable business ideas and how to make them ready for the market.



brand university
of applied sciences

5 GOOD REASONS TO CHOOSE OUR MASTER'S PROGRAMME

Relevant

Focusing on key business topics branding and innovation

International

Intercultural community of students and lecturers ensuring a global perspective

Practice-oriented

Merging scientific thinking with practical experience and individual skill development to make you more than ready for your professional career

Exclusive

Limited number of students providing a creative, inspiring, personal atmosphere

Career-oriented

Our target is to build an active network for your future



Juliana Mara Ferreira Martins, Brazil, Master Student

“Being a student at Brand University is great: The professors are highly skilled and have extensive experience, plus they are friendly and always make sure the

students feel welcome. I could see from day one that applying for a master's programme at Brand University was my best decision as a student.”



STUDENTS FROM ALL OVER THE WORLD



CURRICULUM



In small groups and a creative atmosphere, you will expand your soft skills such as creativity, teamwork and leadership.



THE PRACTICAL PROJECTS:

Leading brand companies and established agencies are waiting for your input. In boot camps and practical projects, you will tackle challenges and find solutions to real business problems of well-known companies, agencies and start-ups – both in Hamburg and abroad, if you wish. This allows

you to contribute your ideas and expand your professional network by making valuable contacts.

Our project partners include, among others: Accenture Interactive, Bitburger, Bosch, Dior, Jung von Matt, Kellogg's, Leica, Serviceplan.

Josh Kongmany, United States of America, Master Student

“At Brand University, I study alongside people from all around the world. I think it’s interesting to see how my classmates approach problems and generate ideas, because their methods are different from how I think and perceive the world.

Viewing problems from various cultural perspectives helps us come up with new and creative solutions.”



YOUR CAREER PROSPECTS

The master study programme provides you with the tools and the knowledge for innovative business. Due to the unique focus on brand thinking and new technologies as well as our intercultural orientation and the connection to China, you will be well-prepared for creative strategic tasks global founders face.

As a graduate of Brand Innovation you can choose from a wide variety of careers, such as:

Brand Manager, Online Marketing Manager, Digital Marketing Strategist, Design Consultant, UX Researcher, Creative Strategist, Entrepreneur, Growth Hacker, Startup Consultant, Business Developer



Foto: Hartmut Nägele



Prof. Dipl. Des. Michael Jonas
Professor Design

Former Creative Director with long-standing experience at creative and digital agencies, 50+ international awards for creativity and design, 10+ years of university teaching experience

Prof. Dr. Yonca Limon-Calisan
Professor Management and Vice President (Research)

6 years of marketing experience in food sector, 10 years of international academic experience in Germany, USA and China, nominated for various awards; DAAD scholarship



“Do you dream of your own company, your own brand? If you’re passionate about turning your ideas into business models and developing brands with purpose, you’ve come to the right place.”



Dr. Thomas Suwelack
Professor Management

8 years as a management consultant for clients such as BMW, Vodafone, Metro, ProSiebenSat.1, studied business administration at the University of Münster, Ph. D. in Marketing

“People don’t just want to consume. They connect certain emotions with a purchase of certain brands. Addressing these emotions at every touchpoint of the customer journey is an art that is indispensable in the digital age.”

OUR TOP TEAM

OVERVIEW

Dates:
winter semester (October, 1st)
summer semester (April, 1st)

Duration:
3 semesters full-time
at 90 CP

Track shortening is possible
if credit is recognised.

Application Deadlines:
September, 15th
March, 15th

Language:
English

Location:
Hamburg

Degree:
Master of Arts (M.A.)



Are you interested in our Master’s programme?

Please contact our Study Advisor for Master:

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