

MSc in Economics and Business Administration- Brand and Communications Management

Through a deep understanding of consumers' mindsets and multiple branding perspectives you will be able to effectively build, manage and strategically position brands and plan marketing efforts. You will learn to increase and measure the value of brands and link the strategic branding decisions to the company's market- and financial performance.

CONTENT

Understanding the consumer

Through an understanding of social, psychological and neurological theories, you will learn how consumers' think and how their subconscious mindset and emotions affect their decisions in everyday life. Gaining deep insights into the underlying drivers of consumers' preferences and decisions you will be able to translate your insight into communication and marketing efforts which better engage and interact with the desired audience for a product, service or company.

Perspectives in strategic brand management

By combining consumer insights with knowledge of multiple theoretical perspectives on branding, you will be able to choose the strategic approach to management of a brand which most effectively, meaningfully and uniquely will position it in the increasingly complex and competitive marketplace. Through hands-on experience with real branding cases as well as simulation games allowing you to see the long term impact of your strategic decisions on a virtual company, you will understand when, why, and how practitioners use these different branding perspectives to achieve increased brand performance. Through this knowledge you will learn how to build, maintain and manage brands in relation to multiple stakeholders, thus generating increased brand equity and hereby contributing to both the company's market- and financial performance.

Link to financial performance

You will learn to align marketing metrics and financial performance and understand the chain of effects of marketing investments leading to financial performance. You will also work with tools and frameworks essential for modern marketers to monitor and manage value – founded in the strategic imperatives of brand management practices. This will allow you to capture and determine marketing accounting and brand performance and understand how to link marketing activities to the company's bottom-line.

STRUCTURE

Brand and Communications Management is a two-year master programme that is divided into 4 semesters. The fall semester runs from September through November with exams in November and January; and the spring semester from February through April with exams in April, May and June. The first year, first and second semester, consists of eight compulsory courses that all revolve around the management of brands, including communications. There is a fair degree of progression and interaction between the courses, making it a true specialisation within the field of branding. The third semester consists of elective courses and the fourth semester finishes off the program with the master thesis

ADDITIONAL OPTIONS

Brand and Communications Management is a two-year programme.

Through Brand and Communications Management you can also apply for the CEMS Master programme in International Management as a double degree option.

COURSE OVERVIEW

1. Semester	2. Semester	3. Semester	4. Semester
Perspectives in Strategic Brand Management (7,5 ECTS)	Neuroscience of Branding (7,5 ECTS)	Electives / Exchange / CEMS (30 ECTS)	Master's thesis (30 ECTS)
Perspectives on Consumer Behaviour (7,5 ECTS)	Brand Orientation, Performance and Equity (7,5 ECTS)		
Marketing Communication (7,5 ECTS)	Applied Strategic Brand Management (7,5 ECTS)		
Brand Strategy and Business Processes (7,5 ECTS)	Scientific Marketing Project (7,5 ECTS)		