

Academic competency goals:

Challenging students to think strategically and to develop a theoretical foundation for their passion for brand-driven business development.

Strengthen students' ability to analyze complex practical business problems through the application of theoretical models, concepts and analytical tools.

Develop students' skills in strategic analysis of brands in diverse business contexts and give them tools to implement informed brand strategies.

To understand how brands enable value creation both across the internal value chain and within the brand's stakeholder ecosystem

Facilitate the development of students' ability to understand and critically reflect upon brands and branding from both a business and a societal perspective.

Professional competency goals:

Support students' ability to help develop world-leading brands by driving business development through purpose-driven branding. (

To develop the students' skills in defining strategic branding issues, converting this into implementable brand management programs and identifying relevant evaluation tools to measure effect.

To understand and reflect upon the embeddedness of brand management processes in the business processes and models of firms.

To be able to work effectively and tactically with brand management tools to effectuate strategic brand and business policy to clearly position the brand in an increasingly complex and competitive marketplace

Facilitate students' ability to think entrepreneurially to combine analytical and creative skills to addressing strategic problems for brands and develop workable solutions.

Individual competency goals:

To have excellent communication skills that enable effective and strategic communication across key stakeholder groups

Ability to participate and be involved as an individual as well as collaborate in teams.

Ability to participate and be involved in peer-reviewing of fellow students' work.

The language is in English.

(2) All specializations on cand.merc. have selection criteria in case we have more qualified applicants (including applicants with a legal claim to admission) than there are places available on a specialization, see section 1A. Read more about admission procedures on cbs.dk/graduateadmission.