



Marketing + Brand Management

Double Degree
PGE + MSc.

CAMPUS BERLIN

Berlin

Population *: 3.575 million (2016) Statistisches Bundesamt, Germany

Vibrant culture, cutting-edge architecture, fabulous food, intense parties
and tangible history









Reasonable cost of living




Housing: single flat: ~ 800 € / 50 m², shared flat: ~ 350 – 500 € / room
Food: 200€ per month



www.immobilienscout24.de

EXAMPLES

Wohnung




Berlin-Charlottenburg: Moderne 2-Zimmer-Wohnung in zentraler Lage *ab
Neue Kantstraße 29 30, Charlottenburg (Charlotten...

636 € 53 m² 2
Kaltmiete Wohnfläche Zi.

Balkon/Terrasse Aufzug Grundriss

H | W | S Vermietung
HWS Immobilien und Vermögensverwa...

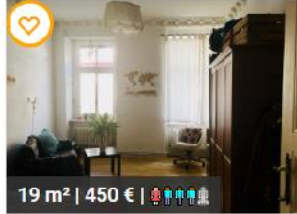


NEU schöne 2 Zimmer Loft Wohnung in Mitte
Mitte (Mitte), Berlin

1.300 € 57 m² 2
Kaltmiete Wohnfläche Zi.

Aufzug

von privat



Furnished room in Bergmannkiez WG (March & April 2019)

5er WG in Berlin Kreuzberg, Hildisstr
Verfügbar: 09.03.2019 - 26.04.2019

19 m² | 450 € |

Online: 4 Minuten



Zimmer in 2-er WG zur Zwischenmiete von März bis Mai in Neu...

2er WG in Berlin Neukölln, Karl Marx Straße
Verfügbar: 03.03.2019 - 26.05.2019

16 m² | 450 € |

Online: 13 Minuten



Helles & großes Zimmer in san. Altbau mit bester Verkehrsanbi...

2er WG in Berlin Charlottenburg, Schustehrusstrasse
Verfügbar: 01.04.2019

23 m² | 420 € |

Online: 43 Minuten

Marketing + Brand Management

6th. Edition
2019-2020

Art and science of branding

- Strategic, analytical, and creative skills, required by Global Firms
- Strong foundation in brand strategy, marketing intelligence, market research, category management, consumer behavior, advertising, digital marketing, graphic design, packaging, store and display design

The 100 great U.P.C. The digital brand technology

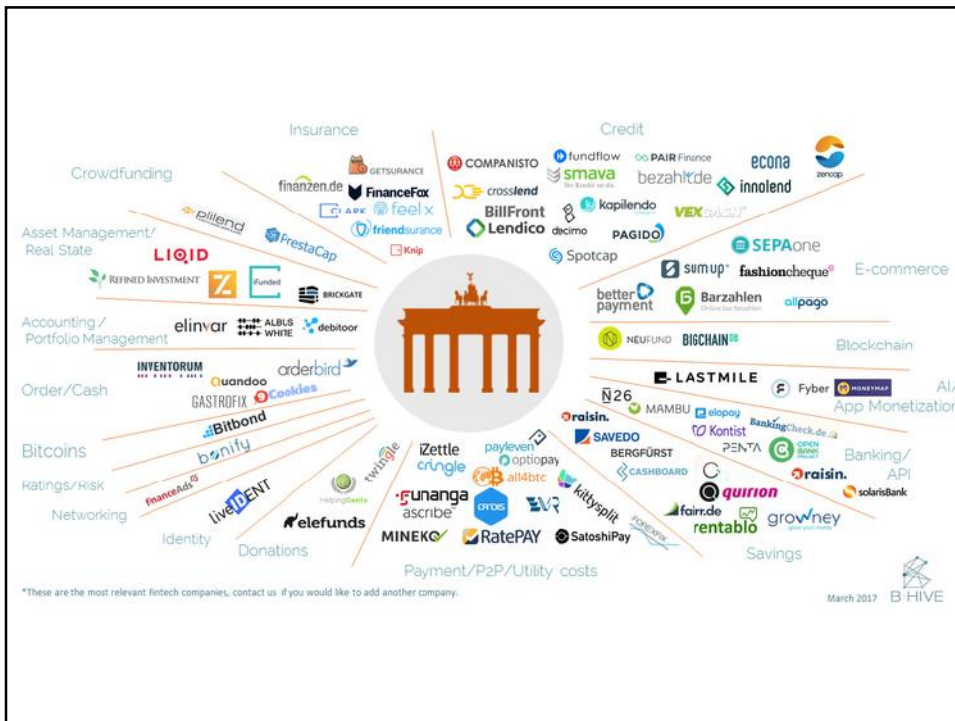
PUMA

Artem workshops

= art + tecnologia spirit



- Interdisciplinarity, alternative learning methods, creativity and innovation
- Instructors from marketing related disciplines such as graphic and industrial design, photography, or audiovisual communications



TALENT BERLIN Working in Berlin Come to Berlin New in Berlin Living in Berlin **Jobs**

Welcome NewBerliners
Find tips, infos & job offers for your reboot

Winner of the THE CLASS BEST CITY TALENT ATTRACTION AWARD 2018

Am 23.9.2019 findet die 3. #jobmesse im Berliner Olympiastadion statt! #Unternehmen, Bildungseinrichtungen und Inst. <https://t.co/hzy0qlwD3>

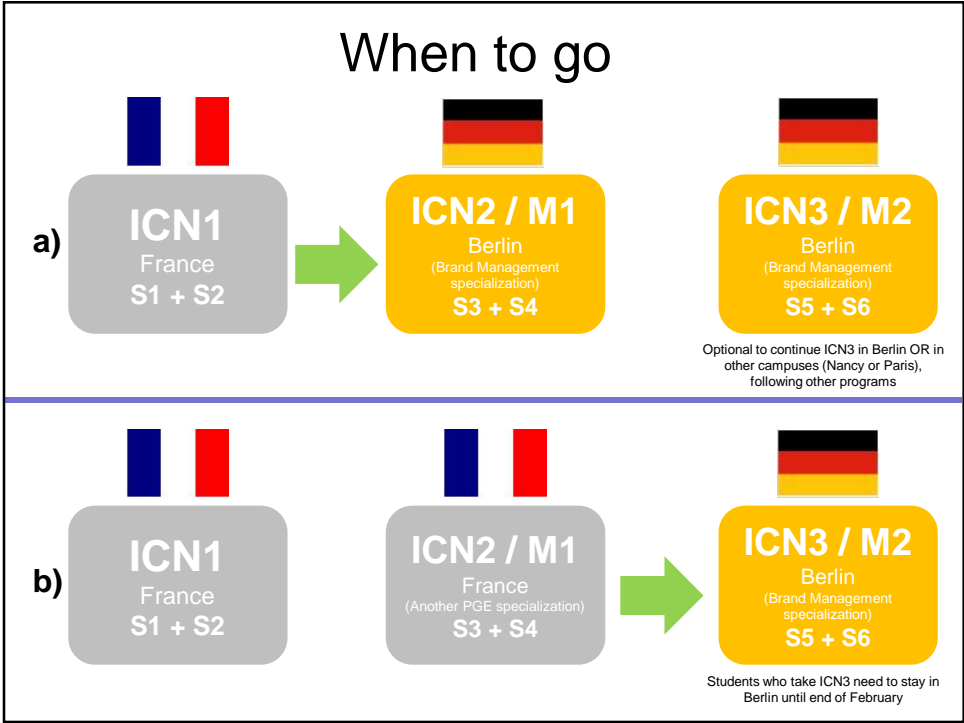
Great opportunities to have a career in several sectors

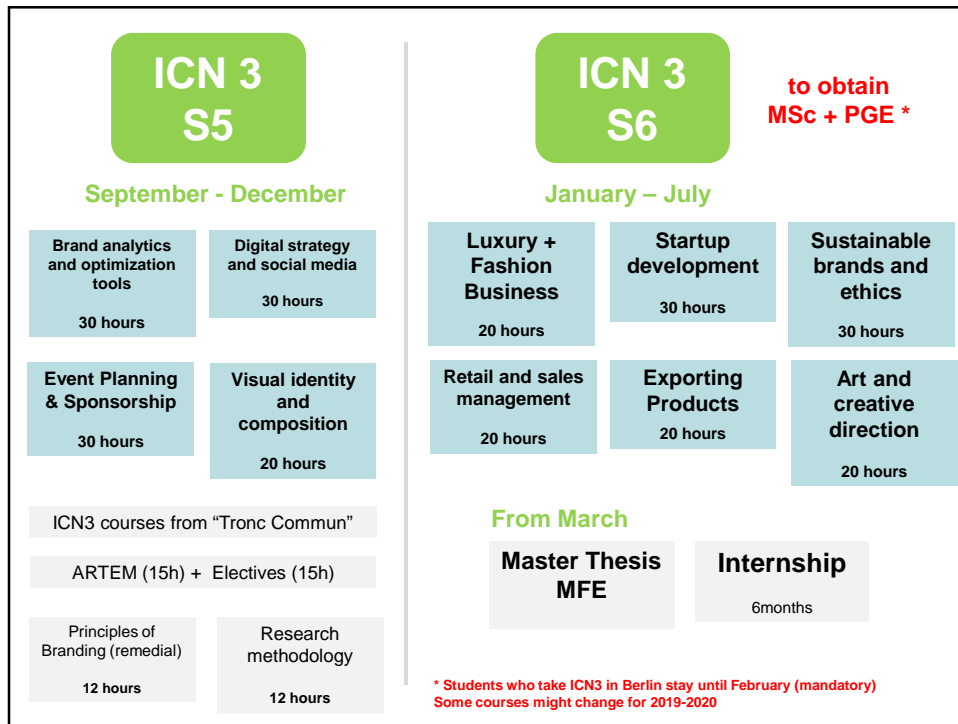
Top 200 employers

International Brand Management



Modules + Organization





ICN 3 S6

January - July

Luxury + Fashion Business

Trends, styling, retail management and merchandising, licensing

20 hours

Startup development

Innovation, business plans, seed capital acquisition.

30 hours

Sustainable brands and ethics

Green products, growth and consumerism

30 hours

Retail and sales management

Retailers, seasonal demands, sales plans, POS, brick & mortar, retail events, sales representatives support, in-store design

20 hours

Exporting Products

Intellectual property, copyright, counterfeiting. Insurance policies, incoterms, global licensing, export costs

20 hours

Art and creative direction

Strategies, concept development, creative agencies and suppliers, user experience design (UX), briefing processes

20 hours

to obtain
MSc + PGE *

Internship

Master thesis
MFE

Presentation in June

* Students who take ICN3 in Berlin stay until February (mandatory)



Professional outcomes

IMBM are able to work in the following fields:

Events manager

Fashion marketing

Creation of own business + startups

Sports marketing

Digital marketing

Food and cosmetics industry

Car Industry

Sponsorship

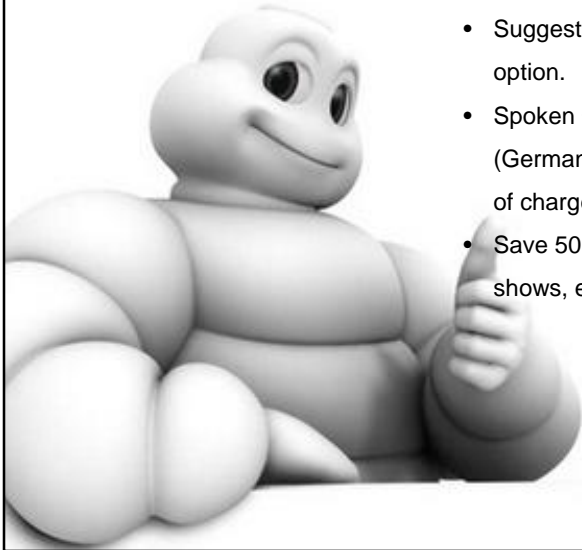
Project management

Course requirements

- Strong interest
- Participation + involvement.
- High English language level (written + spoken).
- Marketing grades from previous years



Other ideas



- English test
- Suggestion: choose it as your first option.
- Spoken German is NOT necessary (German courses will be provided free of charge).
- Save 50-70 € for exhibitions, trade shows, etc.



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