



International Brand Management

NUREMBERG

ICN2 + ICN3



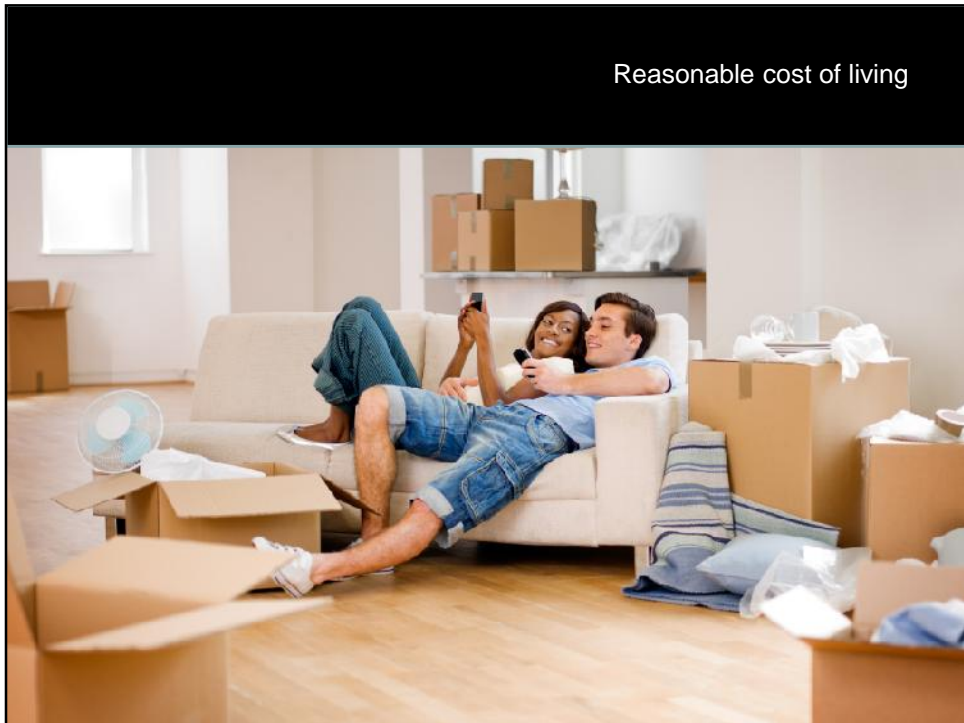
Nürnberg (Bavaria)

Population *: 486 314 hab. (2011)

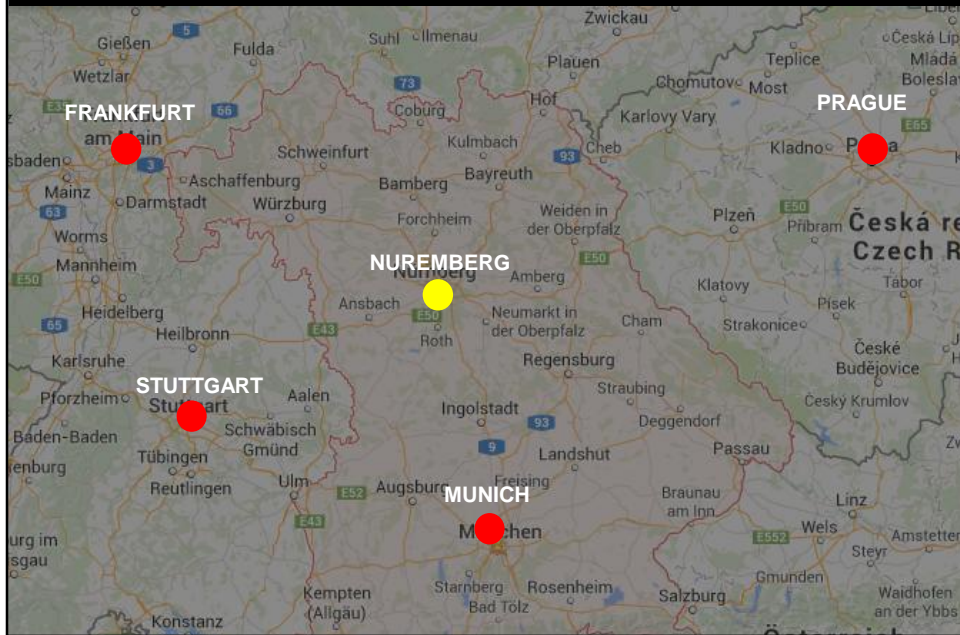
Metropolitan area (Erlangen and Fürth)** : 2 500 000 hab. (2003)



*Larousse.fr
**nuernberg.de



Strategic location

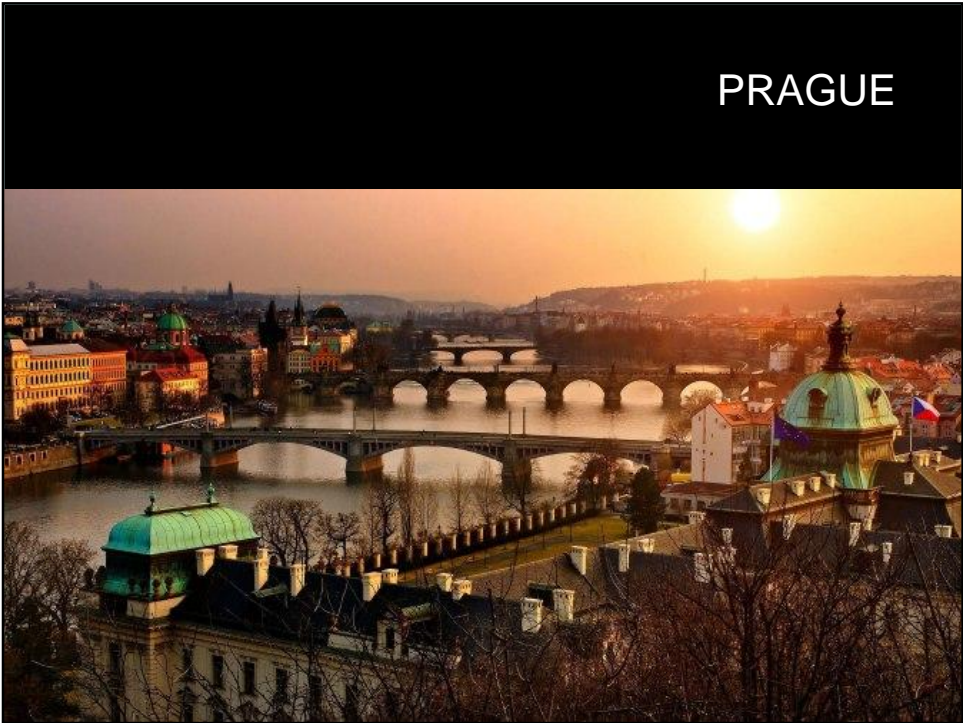
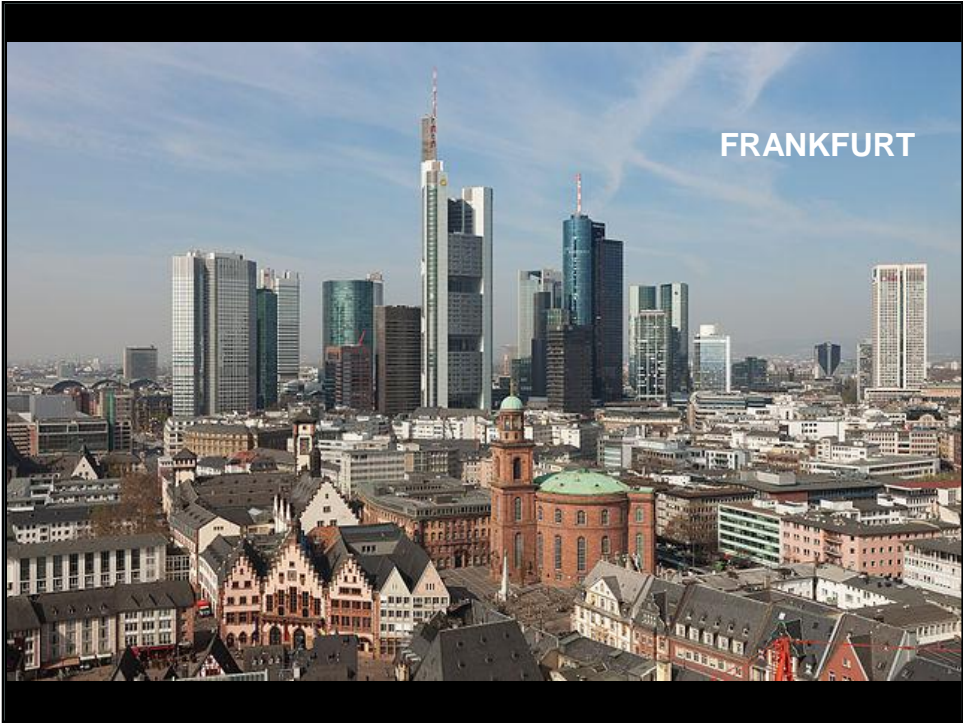


50 minutes from

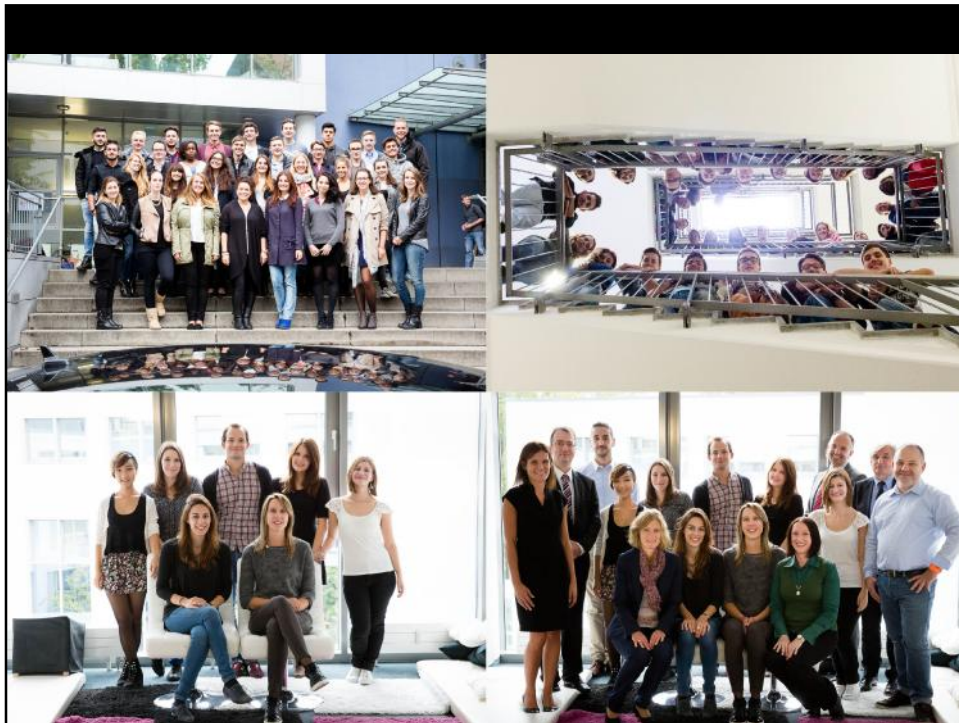
Munich

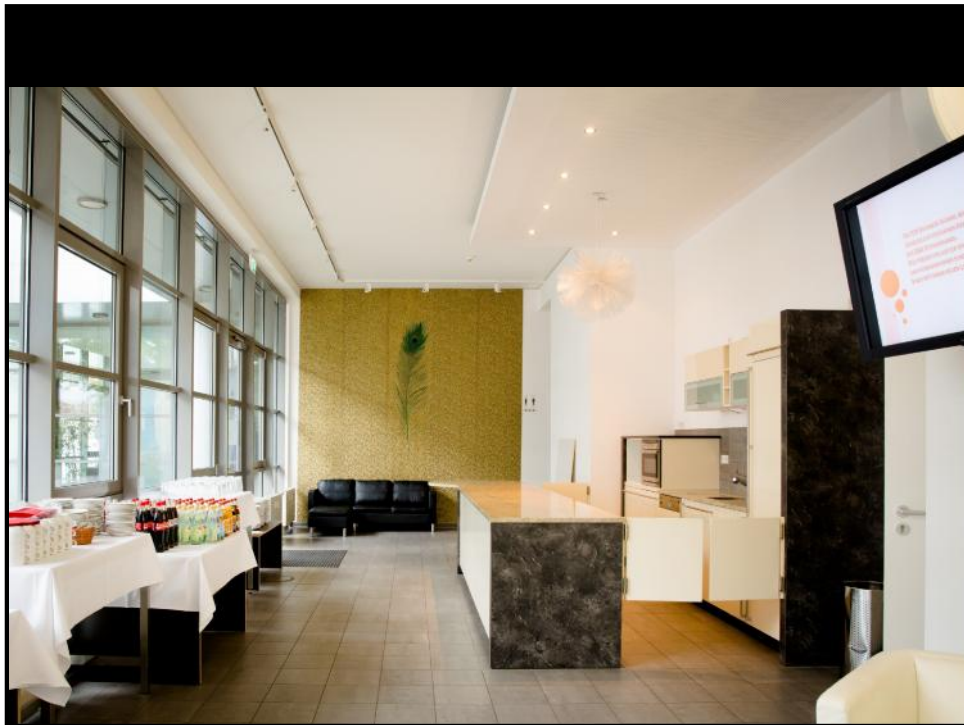
3rd largest city in Germany
Oktober Fest





Campus







International Brand Management

New specialization

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



Professional outcomes

Brands are found in virtually any sector. IBM specialists are able to work in the following fields:

- Sports marketing
- Car Industry
- Fashion marketing
- Food and cosmetics industry
- Events manager
- Sponsorship
- Digital marketing
- Project management
- Creation of own business + startups



Artem workshops = experiential learning

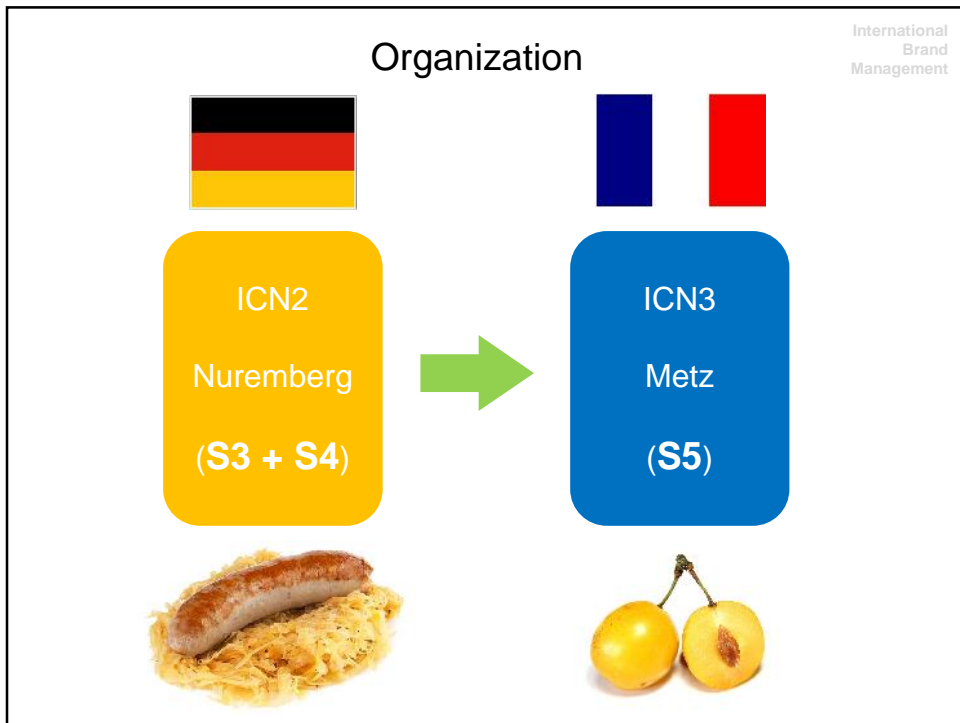


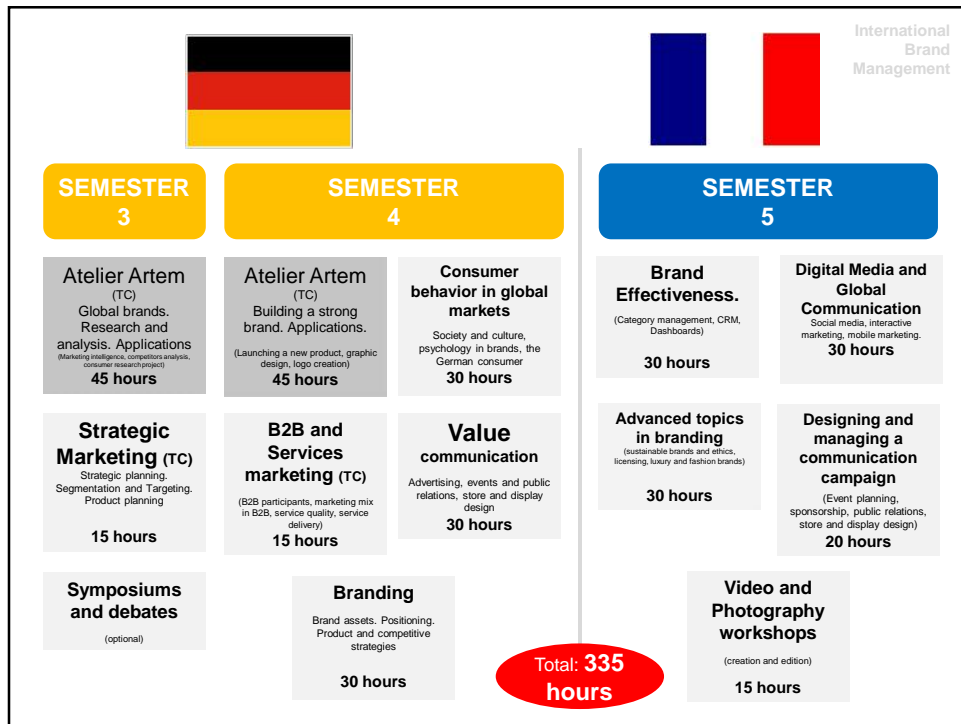
- Application of the conceptual framework
- Instructors from marketing related disciplines such as graphic and industrial design, photography, or audiovisual communications

Great Companies in Nuremberg region



Great opportunities to have a career in several sectors



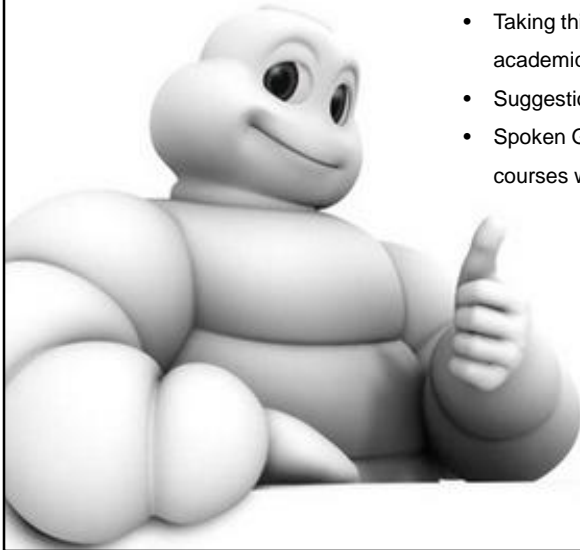


International
Brand
Management

Course requirements

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

Other ideas



- English test
- Taking this route substitutes the “sejour academique à l'étranger”
- Suggestion: choose it as your first option.
- Spoken German is NOT necessary (German courses will be provided free of charge).



Creative thinking makes the difference*

*La créativité fait la différence



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