

FACULTY OF TRADE AND MARKETING



DEPARTMENT OF MARKETING

TRANSFORM YOUR IDEAS INTO IMPACTFUL STRATEGIES

English speaking master's program BRAND MANAGEMENT

DISCIPLINES OF PROFESSIONAL ORIENTATION

- Brand management
- Brand strategies
- Reputation management
- Strategic marketing
- Value based management
- Elite goods
- Project Management
- Risks in marketing
- Internet marketing
- Marketing analysis and others

**Our students determine the individual trajectory of
study:**

**they are free to choose unique and innovative
disciplines**

they study in certificate programs

After graduation, you will be in demand in a professional environment and will have the opportunity to work in business and non-profit organizations of various sectors of the economy, as branding is the central element of many spheres of activity and you will acquire professional competencies:

- to model, position and develop brands;
- analyze the brand's marketing environment and develop a brand strategy;
- to manage brand portfolios;
- use hard and soft skills in the design, promotion and capitalization of brands;
- to increase business value and ensure its development through brand technologies.

We are waiting for you!

Forms of study - full-time, part-time, distance