



MASTER'S DEGREE

Educational Programme "BRAND MANAGEMENT"

PURPOSE OF THE EDUCATIONAL PROGRAMME

Training of a marketing leader who knows how to use innovative technologies for valuable brands creation following the company's strategic development guidelines.

EMPLOYMENT OPPORTUNITIES (POSITIONS)

- ✓ Leading positions in international and national companies offering high salaries
- ✓ Head / specialist of the marketing department
- ✓ Director of branding and corporate communications (brand director)
- ✓ Group brand manager
- ✓ Brand manager
- ✓ Brand consultant

PARTNERS OF THE EDUCATIONAL PROGRAMME INVOLVED IN THE FORMATION OF EDUCATIONAL CONTENT AND PRACTICAL TRAINING

Companies of various types of economic activity, in particular: DEOL Partners Managing partner, Silpo-Food LLC, Lantmannen AXA PRJSC, etc.

MAIN EDUCATIONAL DISCIPLINES (SUBJECTS) OF THE EDUCATIONAL PROGRAMME

Brand management. Brand strategies. Reputation management. Strategic marketing. Value based management. Elite goods. Project Management. Risks in marketing and others.

COMPETITIVE ADVANTAGES

- Involvement of business practitioners and non-commercial specialists in the educational process (consultant on taxation, commercial activity and management, arbitration manager of N And T Audit LLC, coordinator of research and data quality of the ICF Alliance for Public Health and others)
- Mastering modern online brand monitoring tools, brand modeling using brand builders and brand management software such as Logo Maker Plus, Genlogo, Canva, Logomaster, Word Cloud Generator, AAA logo, Business name generator, Cision, Semrush, SE Ranking, SimilarWeb, etc.
- Engaging students in the implementation of brand management projects at the stakeholders' request
- Personal student development through the search for new insights of growth to the level of a brand leader
- Student theater of experimental marketing (SToEM) Marketing 5.0

Graduates of the Brand Management educational program are professionals who know how to model, position and develop brands, manage brand portfolios, and use brand technologies to increase business value and ensure its development.



Information
about the
university