

PROFESSIONAL BACHELOR'S DEGREE PROGRAMME IN DESIGN & BUSINESS

Branding & Marketing Management

Programme duration: 1½ years

1st semester	2nd semester	3rd semester
<p>15 ECTS SPECIALITY COURSES</p> <p>5 ECTS Brand theory, strategy and innovation</p> <p>5 ECTS Corporate branding</p> <p>5 ECTS Consumer behaviour</p>	<p>15 ECTS COMMON MODULE</p> <p>15 ECTS Explore the Industry - Conscious innovation</p>	<p>5 ECTS ELECTIVES</p>
		<p>BA ELECTIVE EXAM</p>
	<p>BA COMMON MODULE EXAM, PART 2</p>	<p>10 ECTS SPECIALITY COURSES</p> <p>5 ECTS Brand communication and management</p> <p>5 ECTS Management and strategy</p>
<p>15 ECTS COMMON MODULE</p> <p>15 ECTS Design & Business Project</p>	<p>15 ECTS INTERNSHIP</p>	<p>15 ECTS BA PROJECT</p>
<p>BA COMMON MODULE EXAM, PART 1</p>	<p>BA INTERNSHIP EXAM</p>	