

PROFESSIONAL BACHELOR'S DEGREE PROGRAMME IN DESIGN & BUSINESS

Branding & Marketing Management

Programme duration: 1½ years

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