

## **PROGRAM STRUCTURE**

### **INTERNATIONAL BRAND COMMUNICATION**

#### **1. Term**

International Brand Communication  
Theories of Media and Communication Science  
Creative Conception and Storytelling  
English for IBC  
Elective Module I – Specialisation

#### **2. Term**

Consumer Psychology and Insights  
International Creative Leadership and Agency Management  
Semiotics and Visual Aesthetics  
Intercultural Competence  
Elective Module II- Specialisation

#### **3. Term**

International Media Planning and Campaigning Strategies  
Open Innovation & Digital Thinking  
Brand Agency Simulation Game  
Project Work  
Elective Module III- Specialisation

#### **4. Term**

Master Thesis

#### **Specialisations:**

##### **Account Strategy:**

Account Planning Tasks, Tools and Techniques  
International Marketing Research  
Corporate Branding

##### **Account Management:**

Organisational Theory and Interorganisational Relations  
Financial Management  
Sales Management

##### **Cross-Media Creation:**

Classic Brand Communication  
Digital and BTL Brand Communication  
Brand Environments