



**brand academy**

hochschule für design und kommunikation  
university of applied sciences

# BRAND ACADEMY APPLICATION FORM

The Master's programmes:

**International  
Brand Management M.A.**

**International  
Brand Communication M.A.**

Our Master's programmes offer a unique opportunity to become a most wanted international brand master and to get recruited by leading brand companies or agencies.

This innovative programmes will equip you with the tools enabling you to successfully manage and create brands across national boundaries. Our Master's programmes include a special focus on Eurasian and especially Chinese issues.

**Put the finishing touch on your career!**

Our Student Advisory Office will be happy to answer all your question related to studying at the Brand Academy:

Mrs. Anna Prokhorenko  
**+ 49 40 380 893 56-23**  
or **master@brand-acad.de**

## ENTRY REQUIREMENTS

### 1. Degree:

Successful completion of Bachelor's degree rated at 180 credits (ECTS)

### 2. English Skills:

Provide evidence of your English language proficiency at B2 level of the 'Common European Framework of Reference for Languages: Learning, Teaching, Assessment' by submitting a certificate confirming that you have passed an internationally recognised English language test e.g. TOEFL or IELTS or an equivalent proof.

Certificate of an internationally recognized language test on B2 level (e.g. TOEFL Internet-based minimum of 87 points, IELTS exam minimum of 5-6 points)

or proof of equivalent knowledge of language acquired abroad.

### 3. Submission of completed application materials in English:

- Application form and photo
- Letter of motivation (max. two A4 pages),
- Current CV in English,
- Certified copy of your undergraduate degree

(e.g. BA certificate accompanied by a transcript certificate)

## SELECTION PROCESS

Please ensure that you have completed your application and included all the required documents and materials.

In a two-stage selection process we will determine if you have reached our academic criteria for admission to our graduate course. During the process we will assess your subject-related and general aptitude.

The selection procedure:

- › Stage 1: Assessment of your application materials
- › Stage 2: Entrance examination in the form of an interview

Our oral entrance examination is conducted by the Programme Director and a member of the faculty.

### Please send us your application:

BRAND ACADEMY  
University of Applied Sciences  
Admission Mrs. Anna Prokhorenko  
Rainvilleterrasse 4  
D-22765 Hamburg

or by e-mail to [master@brand-acad.de](mailto:master@brand-acad.de)

**If you have any questions we are happy to offer you personal advice, don't hesitate to contact us for further assistance by phone or by e-mail:**

**+49 40 380 893 56-23**  
**[master@brand-acad.de](mailto:master@brand-acad.de)**

## APPLICATION FORM FOR

- International Brand Management M.A.**
- International Brand Communication M.A.**

### Starting date:

- winter semester (October) 20 \_\_\_\_
- summer semester (April) 20 \_\_\_\_

Please fill in your details clearly in printed letters and put your photo in the space provided.  
Your personal data will be kept confidential and will not be disclosed to third parties.

### PERSONAL DETAILS

Surname \_\_\_\_\_  
First Name \_\_\_\_\_  
Birth Name \_\_\_\_\_  
Gender [ ] female [ ] male  
Date of Birth \_\_\_\_\_  
Place of Birth \_\_\_\_\_  
Nationality \_\_\_\_\_

Insert photo here

### CONTACT DETAILS

Street, No. \_\_\_\_\_  
Postal code, City \_\_\_\_\_  
State \_\_\_\_\_  
Country \_\_\_\_\_  
Phone \_\_\_\_\_  
Mobile \_\_\_\_\_  
E-Mail \_\_\_\_\_  
  
Place, Date \_\_\_\_\_

## SCHOOL LEAVING CERTIFICATE/ HIGHER EDUCATION ENTRANCE QUALIFICATION

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Type of School Leaving Certificate  
(International Baccalaureate, Secondary School Certificate)

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Date of Issue                      City                      Country/State

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Name and Type of School

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Grade Credits Average                      Specialisation Subjects

If your leaving certificate is not available yet, please submit a copy of your latest certificate instead.

## PROFESSIONAL/VOCATIONAL TRAINING

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Qualified Job

---

Company of trainee period

---

Trainee period (from ... to ...)

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Examinations Board and Final Grade

## WORK EXPERIENCE/PLACEMENT

(only after acquiring the school leaving certificate!)

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Company/Location

---

Occupation /Department

---

Duration (from ... to ...)

---

Company/Location

---

Occupation /Department

---

Duration (from ... to ...)

Please state further placements briefly in your CV.

## STUDIES AT OTHER UNIVERSITIES

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University/Location

---

Degree Programme

---

Study Period (from ... to ...)

Degree

---

University/Location

---

Degree Programme

---

Study Period (from ... to ...)

Degree

Please submit official transcripts or proof of degree/graduation and a copy of your leaving certificate.

## LANGUAGES

(Please tick the appropriate option or add other languages)

	Elementary Level	Intermediate Level	Advanced Level	Native Language
English	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
French	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spanish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chinese	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Passed Language Tests

## **FURTHER SKILLS**

Interests/Knowledge, Commitments  
(Non-profit Organizations/Volunteer Work)

## **LETTER OF MOTIVATION**

(Please print this page according to your needs.)

Please describe briefly why you want to study at the Brand Academy and your field of specialisation. Explain us your personal qualification and aptitude and describe your career goal.

## APPLICATION CHECK LIST

- Completed and signed application form including your photo
- Letter of motivation
- Signed CV with recent photo
- Certified copy of entrance qualification for universities/Fachhochschulen (universities of applied sciences)
- Certified copy of undergraduate degree and transcript of records
- Certificate of exmatriculation, if you have previously attended another university
- Credibility certificate, if after the second semester the student changes university in favour of the Brand Academy within the same degree course
- Proof of work experience or placements, letters of reference, if available
- Further verification documents, e.g. volunteer activities, vocational training (Chamber of Commerce)

### **Additional for foreign applicants:**

- Copy of ID-Card/Passport

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**Please send us your complete application:**

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University of Applied Sciences

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22765 Hamburg | Germany

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