



brand academy

hochschule für design und kommunikation
university of applied sciences

BRAND ACADEMY APPLICATION FORM

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.

These innovative programmes will equip you with the tools that enable you to successfully manage and create brands across national boundaries.

Put the finishing touch on your career!

For questions concerning our Master's programmes as well as assistance in the application process, please contact:

Mrs. Anna Prokhorenko

+ 49 40 380 893 56-23

or **master@brand-acad.de**

APPLICATION DEADLINES

Our summer semesters start in April, the winter semesters in October.

Our application deadlines vary depending on whether the applicants require an entry visa for Germany or not.

Please click the following link for a list of countries:

http://www.auswaertiges-amt.de/EN/EinreiseUndAufenthalt/03_Visabestimmungen/StaatenlisteVisumpflicht_node.html

	Entry visa for Germany not required		Entry visa for Germany required	
	Summer Semester	Winter Semester	Summer Semester	Winter Semester
International Brand Management M.A.	15 th March	15 th September	31 st December	30 th June
International Brand Communication M.A.				

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:

- Completed application form including 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.

To get started, please send your complete application to:

master@brand-acad.de (preferred)

Alternatively, you can send it by regular mail to:

Brand Academy

University of Applied Sciences

Attention Mrs. Anna Prokhorenko

Rainvilleterrasse 4

22765 Hamburg

Germany

APPLICATION FORM

Please note that this PDF document is interactive, i.e. you can enter your information directly into it. Depending on your technical setup and browser, you may have to download it first to activate the feature. If you plan to fill in the form by hand (not recommended), please make sure to write clearly (preferably in capital/print) letters. Please note that your personal data will be kept confidential and will not be disclosed to third parties.

International Brand Management M.A.

- Winter Semester (October) 20__
 Summer Semester (April) 20__

International Brand Communication M.A.

- Winter Semester (October) 20__
 Summer Semester (April) 20__

Date _____

PERSONAL DETAILS

Surname _____
First Name _____
Birth Name _____
Gender female male
Date of Birth _____
Place of Birth _____
Nationality _____

Photo

CONTACT DETAILS

Street, No _____
Postal code, City _____
State _____
Country _____
Phone _____
Mobile _____
E-Mail _____

SCHOOL LEAVING CERTIFICATE/ HIGHER EDUCATION ENTRANCE QUALIFICATION

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

Date of Issue City Country/State

Name and Type of School

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

Qualified Job

Company of trainee period

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

Examinations Board and Final Grade

WORK EXPERIENCE/PLACEMENT

(only after acquiring the school leaving certificate!)

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

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"/>

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 application form including photo
- Letter of motivation
- A current CV in tabular form and chronological order
- 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 valid ID Card/Passport

Please send your complete application to:

master@brand-acad.de (preferred)

Alternatively, you can send it by regular mail to:

Brand Academy

University of Applied Sciences

Attention Mrs. Anna Prokhorenko

Rainvilleterrasse 4

22765 Hamburg

Germany