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SRH Berlin University of Applied Sciences
Berlin School of Design and Communication

Advertising & Brand Design

| B.A.

Our Unique Curriculum for You

Develop effective communication strategies for companies, brands, and products. Learn how to conceive, plan, and design successful campaigns. Explore current social, cultural, economic, and political topics and create suitable content and messaging solutions. This programme was designed to enhance your creativity with its numerous practical projects.

Competencies and Curriculum

- Creative Strategies
- Communication Strategy + Planning
- Advertising + Brand Design
- Marketing
- Consumer Psychology



Semester 1

- Foundations of Design I: Design Principles
- Foundations of Design II: Typography I, Photography I, Interactive Design I
- Foundations of Design III: Typography II, Photography II, Interactive Design II
- Media Lab: Photography Technique, Programme Theory Photography, Programme Theory Design
- Consumer + Advertising Psychology: Perception + Activation, Motivation + Attitude
- Communication Sciences: Communication Models + Research

Semester 2

- Advertising Strategies I: Advertising Techniques, Communication Concept + Positioning
- Media + Account Planning: Channel Planning, Budgeting + Art Buying
- Marketing I: Business Models, Marketing Management
- Creative Strategies: Creativity Techniques, Creative Brief, Big Idea
- Elective I
- Media Sciences: Media Models + Research

Semester 3

- Marketing II: Nonprofit + Social Marketing
- Advertising + Society: Intercultural Communication, Cultural Studies
- Writing for Advertising I: Rhetorical Stylistic Devices, Text Types, Copy Writing
- Brand Design: Corporate Design, Logo Design, Packaging Design
- Project/Campaign/Pitch I: Client Project or Creative Award Competition
- Market Research I: Quantitative + Qualitative Methods, Survey Design

Semester 4

- Advertising Strategies II: Content Strategies, Digital Advertising, Social Media
- Brand Strategies: Brand Positioning + Brand Innovation
- Elective II
- Advertising Film: Production Scheduling, Production, Post Production
- Project/Campaign/Pitch II: Client Project or Creative Award Competition
- Lab Project

Semester 5

- Internship/Semester abroad
- Free Project

Semester 6

- Writing for Advertising II: Text for Commercials, Crossmedia + Transmedia
- Design Lab: Design Trends, Free Design Project
- Elective III
- Market Research II: Empirical Research
- Brand Spaces: Narrative Environments, Exhibition Design
- Advertising Futures: Weak Signals + Trends, Trend Analysis

Semester 7

- Portfolio: Visual Branding, Portfolio Creation
- Application + Career: Preparation + Coaching
- Entrepreneurship + Media Law: Business Strategies, Copyright
- Writing Workshop/Preparation Thesis
- Bachelor's Thesis

Your Future Career

After graduation, you can work as strategic planner, account or brand manager or brand designer. Fill positions in a copy writing or content creation, media design, or art directing. Advance in the field of community or social media management, advertising, marketing, event, or PR management.

Your Success Is Our Mission

- State-accredited programmes recognised worldwide
- Practical approach through internships, case studies, field trips
- Unique competence-based teaching concept: CORE
- Interactive, fun learning centred on individual support
- Personal guidance by our Career Service
- "Customise your studies" exclusive offer
- Partner universities for exchange semesters abroad
- Open, international environment
- Unique mix of strategic-planning and creative-design skills

Financing Your Studies

- EU students have access to 100% financing via "Study Now, Pay Later", solidarity-based initiatives designed to allow equal opportunities for all. Reimbursement starts after graduation and reaching a minimum income threshold.
- Non-EU students can take advantage of student loans/scholarships in their home country.
- Remarkable students may be considered for our Scholarship Programme and win up to 50% on their year 1 tuition fees.

"It is a fun mix of marketing, creative work, writing, and design. The programme is very multidimensional and covers a lot of different fields of the media world."

Key Facts and Figures

Start

April and October

Duration

3.5 years

Mode

Full time

Credits

210 ECTS

Degree

Bachelor of Arts

Language

English

Tuition Fees

EU: €690 per month

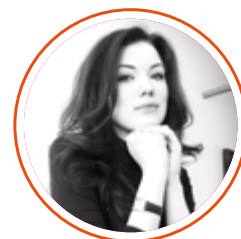
Non-EU: €4,725 per semester

CORE Principle

Find all information on our

CORE Principle here:

www.srh-berlin.de/en/core



Angelika Yakymiv
Student

Our Berlin-Based Bachelor's Programme for Creative Minds

Berlin School of Design and Communication

Located in Kreuzberg, Berlin School of Design and Communication focuses on competence-oriented teaching, visionary project collaborations and close exchange with partners in the creative industry. We specialise in various disciplines such as photography, film, illustration, and social design, as well as digital product development and marketing communication. Experience the Berlin way of life while working with our lecturers on developing valuable skills for your future in the creative industry!

Entry Requirements

- General higher education entrance qualification (Abitur) or university of applied sciences entrance qualification (Fachhochschulreife)
- Proof of English proficiency: IELTS 6.5. We accept: Academic IELTS, IELTS Indicator | TOEFL iBT | PTE | CAE/CPE | Duolingo
- Portfolio with approx. 10 own creative works
- CV
- Copy of your passport/ID

Any questions?
We're happy to help out.
Email us or give us a call.
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www.srh-berlin.de/en

Find out more!

