



# BRAND STRATEGY AND LEADERSHIP

INTERNATIONAL PROFESSIONAL CERTIFICATION | ACADEMIC DEGREE PATHWAYS

[www.eiu.ac](http://www.eiu.ac)



**EIU-PARIS**

59 RUE LAMARCK, 75018  
PARIS



## FEE STRUCTURE 2025

INTERNATIONAL PROFESSIONAL CERTIFICATION IN BRAND STRATEGY AND LEADERSHIP | TWBF × EIU-PARIS JOINT PROGRAMS

### Brand Strategy & Leadership – Professional & Academic Pathways

Notes:

- All fees are quoted in EUR (€) and benchmarked against comparable executive education and accredited European degree programs.
- Fees reflect EIU-Paris's QS 5-Star institutional rating and The World Brands Foundation's (TWBF) international credentialing standards.

### A. PROFESSIONAL CERTIFICATION PATHWAY

Programs & Fees

- Certified Brand Associate (CBA) – €1,500
- Certified Brand Manager (CBM) – €2,000
- Certified Brand Strategist (CBS) – €2,500
- Bundle (CBA + CBM + CBS) – €5,500

Notes:

- Each module includes guided study materials, assignments, assessment, and certification.
- Certificates and transcripts are issued by EIU-Paris, co-endorsed by TWBF.
- Completion of all three certifications (CBA-CBM-CBS) provides direct progression eligibility into EIU's academic degree pathways (BSc, MSc, or Doctorate).



## B. ACADEMIC DEGREE PATHWAY (DIRECT ENTRY)

### Programs & Tuition Fees

- BSc in Brand Management and Business Transformation – €6,000
- MSc in Brand Leadership and Value Creation – €6,000
- Doctor of Strategic Branding and Business Intelligence – €10,000

### Notes:

- Direct entrants complete embedded CBA, CBM, and CBS modules within their degree structure.
- Tuition covers all coursework, assessments, supervision, and final project or thesis evaluation.



## C. ACADEMIC DEGREE PATHWAY (ENTRY VIA PROFESSIONAL CERTIFICATION – RPL CREDIT TRANSFER)

Recognition of Prior Learning (RPL):

Graduates of TWBF × EIU certification programs may apply RPL credits to fast-track completion of academic degrees.

A one-time RPL processing fee (€200) applies.

Adjusted Top-Up Fees (after RPL credits):

Entry Route	Credits Recognised	Remaining Components	Top-Up Fee (EUR)
BSc after CBA	60 ECTS	Core Modules + Capstone (120 ECTS)	€4,500 + €200 = €4,700.00
MSc after CBM + CBS	120 ECTS	Capstone (30 ECTS)	€1,500 + €200 = €1,700.00
MSc after CBM only	60 ECTS	CBS + Capstone (90 ECTS)	€4,000 + €200 = €4,200.00
MSc after CBS only	60 ECTS	CBM + Capstone (90 ECTS)	€3,500 + €200 = €3,700.00
Doctorate after CBS	60 ECTS	Seminars + Doctoral Thesis (120 ECTS)	€7,500 + €200 = €7,700.00

Notes:

- Top-up routes allow learners to complete advanced degrees in shorter timeframes while maintaining academic rigor.
- All credits and exemptions are subject to verification and academic board approval.



## D. GENERAL TERMS & CONDITIONS

- All fees are payable in EUR (€). Installment options available (20% upon enrollment, balance spread over remaining months).
- Fees exclude payment gateway charges, notarization, or apostille/legalization costs.
- Resubmission / Reassessment fees:
  - €50 per CBA, CBM, CBS module
  - €50 per BSc module
  - €50 per MSc module
  - €100 per Doctoral module (Thesis resubmission fee)
- Fees are subject to annual review and minor regional adjustments.

### Summary of Programs and Fees

Category	Program Title	Tuition (EUR)
Professional Certifications	Certified Brand Associate (CBA)	€1,500
	Certified Brand Manager (CBM)	€2,000
	Certified Brand Strategist (CBS)	€2,500
	Bundle (CBA + CBM + CBS)	€5,500
Academic Degrees	BSc in Brand Management and Business Transformation	€6,000
	MSc in Brand Leadership and Value Creation	€6,000
	Doctor of Strategic Branding and Business Intelligence	€10,000

### Issued by:

European International University – Paris (EIU–Paris)

in collaboration with The World Brands Foundation (TWBF)

Updated as of 9 October 2025