



BRAND STRATEGY AND LEADERSHIP

ACADEMIC DEGREE PATHWAYS

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EIU - PARIS

59 RUE LAMARCK, 75018

PARIS



Bachelor of Science (BSc) in Brand Management and Business Transformation



RECOGNITION & ACCREDITATION

Legal Status, Accreditation, and International Benchmarking

The European International University – Paris (EIU-Paris) is a legally registered private higher education institution in France, operating as a distance learning center (Centre d'enseignement à distance). It is fully listed in the French Ministry of National Education's official directory of recognized institutions under the following details:

- UAI Code: 0756213W
- Official Name: Etablissement d'enseignement à distance European International University
- Supervising Authority: Ministère de l'Éducation nationale
- Academic Region: Paris
- Address: 59 rue Lamarck, 75018 Paris (Paris 18e Arrondissement)

This listing can be publicly verified through the official French government portal:

https://www.education.gouv.fr/acce_public/index.php | To verify, simply enter the UAI Code: 0756213W in the search field.

EIU-Paris is authorized to confer institutional academic degrees, issued under its autonomous academic authority in full compliance with the French Education Code (Articles L 444-1 to L 444-11 and R 444-1 to R 444-28). While not classified as Diplômes Nationaux, these qualifications are internationally benchmarked to align with key global frameworks, including the European Higher Education Area (EHEA) and the UNESCO Global Convention on the Recognition of Qualifications concerning Higher Education.

The credibility and global relevance of EIU-Paris are further underscored by:

- Recognition as a Premier Institution by the Accreditation Service for International Schools, Colleges & Universities (ASIC, UK)
- A prestigious QS 5-Star Rating across Teaching, Online Learning, Graduate Employability, Inclusiveness, and Academic Development

Active memberships in leading international academic networks and quality assurance bodies, including:

- Business Graduates Association (BGA), United Kingdom
- European Council for Business Education (ECBE), Belgium
- Association for Transnational Higher Education Accreditation (ATHEA), Europe

Bachelor of Science (BSc) in Brand Management and Business Transformation

International Professional Certification in Brand Strategy and Leadership

A Joint TWBF × EIU-Paris Program

Overview

The BSc in Brand Management and Business Transformation (BMBT) equips learners with the full spectrum of brand, marketing, and business foundations, then integrates the Certified Brand Associate (CBA) curriculum and a capstone portfolio to develop job-ready brand builders and future managers. The degree is mapped to EQF/QCF Level 6 and totals 180 ECTS, combining general management modules, CBA modules, and a transformation-focused capstone.

Awarding Institution

European International University – Paris (EIU-Paris)

Co-endorsed by The World Brands Foundation (TWBF)

Degree Type

EIU-Paris Institutional Qualification – EQF/QCF Level 6 Equivalent (180 ECTS)

Mode of Delivery

100% Online | Modular | Self-Paced | Asynchronous Learning |
Synchronous Live-streamed Masterclasses

Admission

Open Year-Round

Language of Instruction

English



Programme Structure

Total Duration	18 – 24 Months (varies by study pace)
Total Credits	180 ECTS
Total Modules	6 General-Management modules (60 ECTS) + CBA modules (60 ECTS) + Capstone (60 ECTS)

Programme Structure & Learning Model

The degree blends structured theory with applied brand practice. Learners complete:

1. General management & marketing foundations (60 ECTS),
2. The full CBA professional certification (embedded, 60 ECTS), and
3. A Brand Management Capstone (60 ECTS) demonstrating transformation impact via a portfolio of evidence.

Modules

A. General Management, Marketing & Business Foundations (60 ECTS)

- BUS110 – Business Communication (10 ECTS)
- MKT170 – Principles of Marketing (10 ECTS)
- BUS230 – Entrepreneurship (10 ECTS)
- MKT270 – Cross-Cultural Marketing (10 ECTS)
- IBM310 – International Business Management (10 ECTS)
- IBM350 – International Marketing (10 ECTS)

B. Embedded Professional Certification: Certified Brand Associate (60 ECTS)

- CBA420 – Brand Fundamentals & Strategic Foundations (15 ECTS)
- CBA440 – Consumer Psychology & Brand Perception (15 ECTS)
- CBA460 – Brand Communication & Digital Presence (15 ECTS)
- CBA480 – Brand Research & Analytics Fundamentals (15 ECTS)

C. Capstone

- BRM590 – Brand Management Capstone Project – Portfolio of Evidence (60 ECTS)

Assessment Method

- Written assignments/portfolios per module, with supporting evidence and industry examples.
- Final Capstone Portfolio demonstrating strategy design, execution, and measurable brand outcomes.

All assessments follow EIU-Paris academic QA and professional criteria (theory, application, critical analysis, evidence-based reasoning).



Learning Platform

EIU-Paris LMS – secure, user-friendly, 24/7 access to modules, readings, submissions, grades, and faculty feedback.

Study Routes Available

- Regular Route: 18–24 months.
- Accelerated Route: Progress faster by submitting assessments at your own pace.
- Recognition of Prior Learning (RPL): Professional experience maybe assessed for credit/advanced standing (case-by-case).

Entry Requirements

Applicants must meet one of the following:

- Secondary school completion with satisfactory standing (A-levels, Baccalaureate, High School Diploma, or international equivalent), OR
- Minimum two (2) years of professional experience in marketing, brand management, business operations, or related fields.

Learning Outcomes

Graduates will be able to:

- Apply core business and marketing principles to build and grow brands.
- Translate consumer and market insights into actionable strategies.
- Execute integrated brand communication across channels.
- Use analytics to evaluate brand equity and performance.
- Lead brand transformation initiatives evidenced in a capstone portfolio.



Tuition Fee Structure

€6,000 – one-time or installment payments available.

All payments are processed via the EIU-Paris Stripe online payment gateway, with an 8% Stripe processing fee applied.

Who Should Apply

- Aspiring brand/marketing professionals seeking a degree + professional certification pathway.
- Entrepreneurs/SME owners aiming to professionalize brand and growth strategy.
- Career-switchers seeking a globally benchmarked, portfolio-driven brand degree.

Awarding Institution

European International University – Paris (EIU-Paris)
(Endorsed collaboration with The World Brands Foundation – TWBF)

Global Recognition & Accreditation

All components are benchmarked to EQF, QCF, and EHEA/UNESCO standards. Professional certifications are endorsed by TWBF and awarded by EIU-Paris; flexible entry pathways recognize substantial professional expertise.

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Branding is the enduring emotional experience and promise the customer holds about you. This B.Sc. degree builds the foundational expertise necessary to enter and lead in this ever-growing, multi-billion-dollar branding industry.

**Dr. J Anand, Corporate Brand Consultant,
Director, Branding & Communication**

