



# BRAND STRATEGY AND LEADERSHIP

INTERNATIONAL PROFESSIONAL CERTIFICATION  
[www.eiu.ac](http://www.eiu.ac)



EIU-PARIS

59 RUE LAMARCK, 75018  
PARIS



**Certified Brand Associate (CBA)**



## 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](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

# Certified Brand Associate (CBA)



International Professional Certification in Brand Strategy and Leadership (IPC-BSL) A Joint TWBF × EIU–Paris Program

## Overview

The Certified Brand Associate (CBA) represents the foundation level of the International Professional Certification in Brand Strategy and Leadership (IPC-BSL) jointly developed by The World Brands Foundation (TWBF) and European International University (EIU–Paris).

This program is designed to build a solid grounding in brand fundamentals, consumer psychology, communication strategy, and analytics — empowering participants with practical, evidence-based brand management skills aligned with global EQF/QCF Level 5 standards (60 ECTS).

Delivered entirely online, the CBA prepares learners to bridge the gap between academic knowledge and professional brand practice, enabling smooth progression to the Certified Brand Manager (CBM) qualification.

## 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 5 Equivalent, 60 ECTS)

## Mode of Delivery

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

**Program Structure:** 4 modules, 20 learning units (5 units per module)

- Module 1: CBA420 Brand Fundamentals and Strategic Foundations (15 ECTS)
- Module 2: CBA440 Consumer Psychology and Brand Perception (15 ECTS)
- Module 3: CBA460 Brand Communication and Digital Presence (15 ECTS)
- Module 4: CBA480 Brand Research and Analytics Fundamentals (15 ECTS)

**Module Assessments** - Written assignments with supporting evidence and examples

- Module 1: Strategic Brand Analysis Portfolio (4,000-5,000 words)
- Module 2: Consumer Psychology Brand Analysis Portfolio (4,000-5,000 words)
- Module 3: Brand Communication and Digital Strategy Portfolio (4,000-5,000 words)
- Module 4: Brand Research and Analytics Portfolio (4,000-5,000 words)

**Admission Requirements:**

- Secondary school completion (A-levels, Baccalaureate, or international equivalent), OR
- Minimum one (1) year of professional experience in marketing, brand management, communications, or related business disciplines







## Admission

OpenYear-Round

## Language of Instruction

English

## Program Structure

|                |                                     |
|----------------|-------------------------------------|
| Total Duration | 4 – 6 Months (Varies by study pace) |
| Total Credits  | 60 ECTS                             |
| Total Modules  | 4 Core Modules (15 ECTS each)       |

## Program Structure & Learning Model

The program combines structured theoretical learning with practical brand application through real-world portfolios and industry-based projects. Each module consists of 5 learning units, followed by a summative assignment requiring applied strategic analysis.

## Assessment Method

- 4 Written Assignments (4,000–5,000 words each), one per module
- Each portfolio must demonstrate:
  - a. Strategic brand analysis
  - b. Application of theory to practice
  - c. Evidence-based recommendations
  - d. Visual and analytical presentation of findings

All assessments are graded by EIU–Paris academic faculty, moderated under TWBF’s professional standards.

## Learning Platform

EIU-Paris LMS (Learning Management System) — secure, user-friendly, and accessible worldwide. Provides 24/7 access to modules, reference materials, assessment uploads, grading, and instructor feedback.

## StudyRoutes Available

Regular Route: Standard pace (4–6 months). Accelerated Route: Complete faster by submitting assignments at your own pace.  
Recognition of Prior Learning (RPL): Professional experience may be evaluated for credit transfer or module exemption (case-by-case).

## Entry Requirements

Demonstrate a clear understanding of branding fundamentals and . brand-building strategies.

## Learning Outcomes

Upon successful completion, learners will be able to:

- Analyze consumer insights and translate them into actionable brand strategies.
- Design effective brand communication across digital and traditional platforms.
- Apply analytical frameworks to assess and optimize brand performance.
- Demonstrate a clear understanding of branding fundamentals and brand-building strategies.

Graduates may progress directly to the Certified Brand Manager (CBM) level.