



# BRAND STRATEGY AND LEADERSHIP

INTERNATIONAL PROFESSIONAL CERTIFICATION

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

EIU-PARIS

59 RUE LAMARCK, 75018

PARIS

# Certified Brand Manager (CBM)



## 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 Manager (CBM)**



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

## **Overview**

The Certified Brand Manager (CBM) represents the intermediate 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 builds upon the foundational competencies of the Certified Brand Associate (CBA) and focuses on advanced brand strategy, innovation, experience design, and leadership. It equips professionals to manage dynamic brand ecosystems through creativity, analytics, and technology integration.

The CBM aligns with global EQF/QCF Level 6 standards (60 ECTS) and serves as a bridge to the Certified Brand Strategist (CBS) 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 6 Equivalent, 60 ECTS)

## **Mode of Delivery**

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

## **Admission**

Open Year-Round

## **Language of Instruction**

English

## Program Structure

<b>Total Duration</b>	<b>4 – 6 Months (Varies by study pace)</b>
<b>Total Credits</b>	<b>60 ECTS</b>
<b>Total Modules</b>	<b>4 Core Modules (15 ECTS each)</b>

## Program Structure & Learning Model

Learners engage in advanced theoretical frameworks and experiential brand leadership applications. The curriculum blends analytical reasoning, innovation, and organizational culture design to strengthen leadership impact within competitive brand environments. Each module comprises 5 learning units, culminating in an applied portfolio that demonstrates strategic brand management and innovation capability.

## Modules

1. CBM520 – Advanced Brand Strategy and Innovation (15 ECTS)  
Focuses on developing breakthrough brand strategies that drive innovation, differentiation, and long-term growth.
2. CBM540 – Brand Experience Design and Customer Journey (15 ECTS)  
Examines consumer experience mapping, touchpoint management, and emotional engagement to enhance loyalty.
3. CBM560 – Digital Brand Management and Technology Integration (15 ECTS)  
Explores the digital transformation of branding, AI-driven marketing tools, and omni-channel consistency.
4. CBM580 – Brand Leadership and Organizational Culture (15 ECTS)  
Emphasizes leadership behaviors, values, and internal culture as drivers of brand integrity and performance .

## Assessment Method

4 Written Assignments (5 000 – 6 000 words each), one per module

Each portfolio must demonstrate:

- Advanced brand strategic thinking
- Evidence-based innovation frameworks
- Integration of digital and organizational elements
- Applied leadership and brand culture insight

All assessments are evaluated by EIU-Paris academic faculty, moderated and endorsed under TWBF's professional excellence standards.

## Learning Platform

EIU-Paris LMS (Learning Management System) – secure, interactive, and globally accessible.

Provides 24/7 access to modules, study materials, assessments, grading updates, and faculty feedback.

## Study Routes Available

1. Regular Route: Standard pace (4–6 months).
2. Accelerated Route: Self-paced progress based on assignment completion.
3. Recognition of Prior Learning (RPL): Experienced professionals may apply for credit transfer or module exemption (subject to evaluation).

## Entry Requirements

Applicants must meet one of the following criteria:

- Diploma, Higher National Certificate, or Associate Degree in marketing, management, business administration, or related fields, OR
- Minimum three (3) years of professional experience in marketing, brand management, strategic communications, or related disciplines



## Learning Outcomes

Upon completion, graduates will be able to:

- Develop and execute comprehensive brand strategies aligned with organizational objectives.
- Innovate brand experiences that enhance customer engagement and loyalty.
- Integrate digital tools and technologies into holistic brand management.
- Cultivate leadership practices that build brand-driven organizational cultures.

Graduates may progress directly to the Certified Brand Strategist (CBS) level.

## Tuition Fee Structure

€2 000 – 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

- Marketing and brand professionals ready to advance into leadership roles.
- Managers and entrepreneurs driving innovation and digital brand transformation.
- Brand consultants seeking formal global credentialing in brand leadership.

## Awarding Institution

European International University – Paris (EIU–Paris)

Accredited by ASIC (Premier Institution) and QS 5-Star Rated

Endorsed by The World Brands Foundation (TWBF)

## Global Recognition & Accreditation

All qualifications are benchmarked to EQF, QCF, and EHEA standards and recognized for credit transfer within the EIU–Paris academic framework.

The CBM carries the joint prestige of TWBF industry endorsement and EIU–Paris academic validation, establishing it as a globally credible and professionally impactful qualification.