



# BRAND STRATEGY AND LEADERSHIP

ACADEMIC DEGREE PATHWAYS

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**EIU-PARIS**

59 RUE LAMARCK, 75018  
PARIS





# Doctor of Strategic Branding and Business Intelligence



## 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

# Doctor of Strategic Branding and Business Intelligence



## International Professional Certification in Brand Strategy and Leadership (IPC-BSL)

A Joint TWBF × EIU–Paris Program

### Overview

The Doctor of Strategic Branding and Business Intelligence (Dr.SBBI) is a Level-8 professional doctorate (180 ECTS) that develops executive capability in global brand leadership, innovation, stakeholder ecosystems, valuation, and data-driven decision-making.

The program integrates the full Certified Brand Strategist (CBS) curriculum, advanced scholarly seminars, and an original doctorate thesis (action research) that delivers measurable impact for an organization or sector.

### Awarding Institution

European International University – Paris (EIU–Paris)

Co-endorsed by The World Brands Foundation (TWBF)

### Degree Type

Professional Doctorate — EQF/QCF Level 8 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

<b>Total Duration</b>	<b>18 – 24 Months (varies by study pace)</b>
<b>Total Credits</b>	<b>180 ECTS</b>
<b>Total Components</b>	<b>CBS (60 ECTS) + Research Seminars (30 ECTS) + Doctorate Thesis (90 ECTS)</b>

## Program Structure & Learning Model

The doctorate blends executive-level practice with doctoral-level scholarship:

1. Certified Brand Strategist (CBS) – Four advanced modules (60 ECTS)
2. Scholarly Conferences/Seminars I & II – research framing, methods, and dissemination (30 ECTS)
3. Doctorate Thesis (Action Research) – Original, practice-rooted study delivering strategic brand and BI outcomes (90 ECTS)

## Modules

### A. Certified Brand Strategist – CBS (60 ECTS)

- CBS620 – Global Brand Leadership & Strategic Vision (15 ECTS)
- CBS640 – Brand Ecosystem & Stakeholder Management (15 ECTS)
- CBS660 – Brand Innovation & Transformation Leadership (15 ECTS)
- CBS680 – Brand Valuation, Finance & Performance Management (15 ECTS)

### B. Research Engagement (30 ECTS)

- RBL820 – Scholarly Conference/Seminar I (15 ECTS)
- RBL830 – Scholarly Conference/Seminar II (15 ECTS)

### C. Doctorate Thesis (90 ECTS)

- DSSR980 – Doctorate Thesis (Action Research) – original contribution to strategic brand leadership and/or business intelligence practice (90 ECTS).

## Assessment Method

- CBS Portfolios per module (6,000–7,000 words each) with applied evidence.
- Seminar Deliverables: proposals, presentations, peer feedback, and dissemination artifacts.
- Doctorate Thesis: supervised action-research project with viva/defense procedures aligned to EIU–Paris QA.

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

## Learning Platform

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

## Study Routes Available

- Regular Route: 18–24 months.
- Accelerated Route: Self-paced submission based on meeting supervisory milestones.
- Recognition of Prior Learning (RPL): Experienced leaders may be assessed for advanced standing (case-by-case).

## Entry Requirements

Applicants must meet one of the following:

- Master's degree (or international equivalent) in marketing, management, business, or related fields, OR
- Minimum five (5) years of executive-level experience in brand strategy, C-suite marketing leadership, or senior management roles.

## Learning Outcomes

Graduates will be able to:

- Exercise strategic leadership for global brands with measurable business impact.
- Architect stakeholder ecosystems that create sustainable value.
- Lead innovation and transformation initiatives across markets and cultures.
- Apply valuation, finance, and BI analytics to maximize brand performance and inform executive decisions.

## Tuition Fee Structure

€10,000 – 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

- Senior brand/marketing executives and C-suite leaders responsible for growth and reputation.
- Consultants and entrepreneurs driving multi-market brand transformation.
- Strategy and BI professionals seeking a practice-rooted doctoral credential with global credibility.

## 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 executive expertise.



The Doctor of Strategic Branding and Business Intelligence equips leaders not just to build brands, but to future-proof them. This degree is where data-driven foresight meets market influence to create enduring commercial value.

**Ky. Col Prof Dr. Edward Roy Krishnan**  
**Founder & President**