



# BRAND STRATEGY AND LEADERSHIP

ACADEMIC DEGREE PATHWAYS

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**EIU-PARIS**

59 RUE LAMARCK, 75018  
PARIS





# Master of Science (MSc) in Brand Leadership and Value Creation



## 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

# Master of Science (MSc) in Brand Leadership and Value Creation



**International Professional Certification in Brand Strategy and Leadership**  
A Joint TWBF × EIU–Paris Program

## Overview

The MSc in Brand Leadership and Value Creation (BLVC) develops high-level capability in strategic brand leadership, innovation, stakeholder value, and measurable brand performance. The degree integrates the complete Certified Brand Manager (CBM) and Certified Brand Strategist (CBS) curricula and culminates in an Advanced Brand Leadership Capstone. It is mapped to EQF/QCF Level 7 with a total of 150 ECTS.

## 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 7 Equivalent (150 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>12 – 18 Months (varies by study pace)</b>
<b>Total Credits</b>	<b>150 ECTS</b>
<b>Total Modules</b>	<b>CBM modules (60 ECTS) + CBS modules (60 ECTS) + Capstone (30 ECTS)</b>

## Program Structure & Learning Model

The MSc blends advanced theory with evidence-based leadership application. Learners complete:

1. The full CBM professional certification (60 ECTS),
2. The full CBS professional certification (60 ECTS), and
3. BRL690 Advanced Brand Leadership Capstone – Portfolio of Evidence (30ECTS) that demonstrates value creation and strategic impact.

## Modules

### A. Certified Brand Manager – CBM (60 ECTS)

- CBM520 – Advanced Brand Strategy & Innovation (15 ECTS)
- CBM540 – Brand Experience Design & Customer Journey (15 ECTS)
- CBM560 – Digital Brand Management & Technology Integration (15 ECTS)
- CBM580 – Brand Leadership & Organizational Culture (15 ECTS)

### B. 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)

### C. Capstone (30 ECTS)

- BRL690 – Advanced Brand Leadership Capstone Project – Portfolio of Evidence (30 ECTS)

## **Assessment Method**

- Written assignments/portfolios per module (with supporting evidence and applied analysis).
  - Advanced Capstone Portfolio demonstrating strategic leadership, innovation, ecosystem value, and performance metrics.
- 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, resources, submissions, faculty feedback, and grading.

## **Study Routes Available**

- Regular Route: 12–18 months.
- Accelerated Route: Submit assessments at your own pace for earlier completion.
- Recognition of Prior Learning (RPL): Experienced professionals may be assessed for credit/advanced standing (case-by-case).

## **Entry Requirements**

Applicants must meet one of the following:

- Bachelor's degree (or international equivalent) in marketing, management, business, communications, or related disciplines, OR
- Minimum three (3) years of professional experience in marketing management, brand strategy, or senior leadership roles.

## **Learning Outcomes**

Graduates will be able to:

- Lead enterprise-level brand strategy aligned to organizational goals.
- Design value-creating ecosystems with stakeholders and partners.
- Drive innovation and transformation initiatives for sustainable growth.
- Measure and maximize brand value and performance using financial and non-financial metrics.





## 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

- Brand and marketing leaders seeking strategic, analytics-driven advancement.
- Consultants and entrepreneurs managing multi-market brand growth.
- Professionals aiming for a portfolio-driven, leadership-focused Level-7 qualification.

## 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. The MSc integrates TWBF-endorsed professional certifications (CBM & CBS) awarded within the EIU-Paris academic framework, ensuring global credibility and credit transferability.

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Successful companies use a combination of Strategy, Branding and Intelligence to move their brands forward, because without intelligence, you will never be able to create an impact to execute your plan.

**The Honorable President Emeritus  
Prof. Dr. KKJohan, Founding President –  
Brand Laureate**

