



LONDON CAMPUS

Master Brand Building & Digital Experience

5 September to 16 December 2022

Holidays: 15 to 23 October 2022

ACADEMIC PROGRAMME
The UK Advertising Scene
Media Trends and British Brands
UK Advertising Restrictions: Children, Gambling, Alcohol, Tobacco
London Comms Planning
International Media Review
Brand Strategy
London Brand Strategy
Behavioural Economics
Marketing Effectiveness
The Retail Experience: Strategy, Sales and Marketing
Digital Marketing and Innovation Management
Digital Strategy
Digital Advertising: Paid Media
Data and Analytics
Customer Experience and UX/UI Design
Tech City 4.0: VR and Emerging Technology
Briefs and Creativity
One-Day Pitch Workshop
Creative Thinking, Creative Doing
Competition: Live Brief
Masterclasses, Workshops and Visits
Contemporary Art: the Ultimate Luxury
Gamification and Gaming Advertising
English Support and Cultural Visits