

Master Brand Strategy & Digital Marketing

2 September to 17 December 2021

Holidays: 15 to 24 October 2021

ACADEMIC PROGRAMME
The UK Advertising Scene
Media Trends and British Brands
UK Advertising Restrictions: Children, Gambling, Alcohol, Tobacco
Marketing Effectiveness
Comms Planning
Communication and London Business
Public Speaking
Advanced Integrated English
International Media Review
Leadership Management
Fundamentals of Business
Brand Strategy and Luxury Innovation
Building Your Brand
Brand Strategy
Behavioural Economics
The Luxury Experience
Trendspotting
Luxury Strategy: Sales and Marketing
Digital Marketing and Innovation Management
Digital Strategy
Digital Advertising: Paid Media
Social Media and Influencer Marketing
Tech City 4.0: VR and Emerging Technology
UX/UI Design
Briefs and Creativity
One-Day Pitch Workshop
Creative Thinking, Creative Doing
Competition
Masterclasses
Design, Branding and Visual Excellence
From Strategy to Creative
Data and Analytics
Contemporary Art: the Ultimate Luxury
UK Job Search
Agency Visits/Experts
How to Better Understand Muslims and Develop Campaign for Them
APG Creative Strategy Awards
Building Customer Experience for UK and Global Brands