



SRH University (Berlin)

Advertising & Brand Design | English

Study details

Course type: Bachelor's degree

Degree: BA in Advertising & Brand Design

Study mode: Full time

Duration: 42 Month

Cost of study

Cost : 9 900 EUR

Reg. fee : 1 000 EUR

Scholarship :

Insurance : N/A EUR

Intake/s

Oct

Requirements

High school / secondary education

**Entry
qualification**

**The entry qualification documents are accepted in the following languages:
English / German.**

Upload your electronic copies during the application process

English

Please find our English language requirements here:

- Duolingo Certificate 110 points
- TOEFL 87 ibt (direct entry)
- TOEFL 79 – 86 ibt (with additional agreement)
- TOEIC 785 (Listening/Reading 785, Speaking 160, Writing 150)
- IELTS (academic) 6.5 average – please see Language Centre guidelines if results differ
- CAE (grade A, B, or C)
- CPE (grade A, B or C)
- Pearson English Test Academic (PTE-A) 59 points
- Linguaskill: 176 – 184 (CES) – all four skills required

**Language
requirements**

A relevant portfolio is required.

Portfolio with around 10 own work samples

Other requirements

- General higher education entrance qualification (Abitur) or university of applied sciences entrance qualification (Fachhochschulreife). If you have not graduated yet, we also accept your last interim certificate.
- **Please note that applicants with foreign degrees might be eligible for direct entry. This means that applicants who meet the requirements DON'T need to do a foundation year before starting their Bachelor's.**
- Portfolio with approx. 10 creative works
- Proof of English language proficiency
- Curriculum vitae
- Copy of your passport/ID

Accommodation Additional information

Overview

The B.A. in Advertising & Brand Design is your entry into the international creative industry. You will learn to understand and successfully address target groups, to use text and images consciously and purposefully and to confidently design excellent communication for different media.

From market analysis, innovation development, strategic brand positioning and brand design to the development of convincing advertising campaigns, you will learn all the skills required for an international career start in companies, organisations and agencies.

Berlin as a creative stage and important location of the creative industries is your very special source of inspiration for sustainable and unique creation. Numerous projects are carried out with real partners under professional conditions, so that you have the chance to get plenty of practical experience during your studies.

Career opportunities

Career profiles:

- Strategic planner
- Account manager
- Concept designer
- Copy writer
- Media designer
- Art director
- Content creator