



SRH University (Berlin)

Advertising & Brand Design

Study details

Course type: Bachelor's degree

Degree: Bachelor of Arts (B.A.)

Study mode: Full time

Duration: 42 Month

Cost of study

Cost : 8 280 EUR

Reg. fee : 1 000 EUR

Scholarship :

Insurance : N/A EUR

Intake/s

Oct

Requirements

English language requirements

- TOEFL 87 ibt (direct entry)
- TOEFL 79 - 86 ibt (with additional agreement)
- TOEIC 785 (Listening/Reading 785, Speaking 160, Writing 150)
- IELTS/IELTS ONLINE (academic) 6.5 on 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
- Duolingo 110 points

General Requirements

- ? General higher education entrance qualification (Abitur) or university of applied sciences entrance qualification (Fachhochschulreife)
- ? Proof of English language proficiency
- ? Curriculum Vitae with a current passport photo
- ? Copy of your identity card or passport

Accommodation

Dormitory-1000 EUR per month

Additional information

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, use text and images consciously and purposefully, and confidently design excellent communication for different media.

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

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

The excellent facilities at SRH University allow you to perfect your academic and design profile. You can test and implement your big ideas for brands and advertising campaigns in workshops, film and photo studios, and numerous other workspaces.

As a creative communication expert, you are just as much in demand in companies and organisations as in media and advertising agencies.

Career profiles:

- Strategic Planner
- Account Manager
- Concept Designer
- Copywriter
- Media Designer
- Art Director
- Content Creator

In addition, the internationally recognised Bachelor of Arts degree gives you access to numerous postgraduate and Master's programmes.

In the **B.A. Advertising & Brand Design** programme at SRH University, you can expect exciting modules that will optimally prepare you for a career in the international creative industry. In the first semester, you will start with the basics of design and learn essential techniques in areas such as typography, photography and interactive design. You will delve deep into consumer psychology and communication science and learn how to reach target groups through creative and effective communication.

You will expand your knowledge of advertising strategies, media planning and brand development during your studies. Practical projects on topics such as advertising campaigns and brand strategies offer you realistic insights into the world of work. You will also deepen your skills in creativity techniques, copywriting and media production.

The 5th semester allows you to spend a semester abroad or do an internship to gain valuable international experience. Your final year of study prepares you intensively for your career entry. You

will develop your portfolio, write your Bachelor's thesis and receive professional coaching for your career planning.

We will be happy to send you further information material, including the complete curriculum.

In the Bachelor's programme in Audio Design, you will learn how to create professional sound recordings in Studio & Acoustics and how to express your creativity in music and sound design. You can apply your knowledge directly in practical projects.

You will also acquire knowledge of digital signal processing, electronic music composition and editing & mixing. You will also deepen your understanding of digital scoring, music informatics and media law.

An **internship or study abroad** session as well as innovative areas such as **game audio** and **creative strategies** will optimally prepare you for your career in audio design.

We will be happy to send you further information material, including the complete curriculum.