

Be a
brand leader[✦]

MSc brand leadership

Why do brands matter?

Brands are everywhere. They shape our decisions as consumers, and influence politics, culture and education. They're ideas that help us navigate an increasingly complex world. They're essential for businesses to define, produce and communicate value. They're big money – the Coca-Cola brand is worth \$70 billion. And they're an industry in their own right with an estimated 60,000 people working in branding in the UK alone.



Not
business
as usual

Why this programme?

The world needs people who understand branding, who can build world-leading brands, who can use branding to help lead organisations, and who can lead branding consultancies. We've therefore created the world's first postgraduate programme in brand leadership.

Who's the programme for?

The programme is for people who want to be brand leaders. You may be a graduate in business or economics, or someone with three or more years' experience in marketing or strategy work. Students so far have come from all over the world, including Brazil, USA, Britain, Germany, Russia, India and China. Whatever your background, you must be ambitious, creative and fascinated by brands.

Who's behind the programme?

This is a unique collaboration between senior brand professionals and business experts at the University of East Anglia (UEA). The course is led by Robert Jones, author of *The Big Idea* (Profile Books, 2008) and head of new thinking at Wolff Olins, the firm behind Orange, Tate, GE and Unilever. Robert works closely with a teaching team from the highly innovative Norwich Business School at UEA. Other participants include AMV.BBDO, Britain's biggest advertising agency; the global insurance company Aviva; the development organisation Oxfam; and Interbrand, the brand consultancy.

What will I achieve?

Everything you need to build a hugely rewarding career in branding. Critical concepts, tools and techniques. Real-life experience. Creative projects. A network of branding experts, including some of the most distinguished professionals in Britain. Ideas, inspiration and self-confidence.

What kinds of learning will I do?

You'll get seven taught modules, all involving project work and class discussions, and many with guest lecturers. One groundbreaking module looks at the role of brands in society, with experts from across UEA in economics, culture, politics, international development and climate change.

You'll carry out a real-life branding project for a client – anything from a drinks business to a media start-up to a heritage charity. You'll do your own new thinking, backed up by research, in a dissertation. You'll get visits to the people behind world brands like Aviva and Adnams. You'll be helped to build your own personal brand for the career marketplace. And many students get the chance of work experience at a big brand, in a top branding consultancy, or at a leading ad agency.

And, most excitingly of all, you'll get a personal mentor who's a senior branding professional – for example, the chairman of Wolff Olins, the chief executive of AMV.BBDO or the sales and marketing director of Faber & Faber.

What do our students go on to do?

The programme has an amazing track record for kick-starting careers in branding. Graduates are now working at global brand consultancies and advertising agencies in London, the middle east and the far east.

What qualifications do I need?

You'll need a 2:1 degree or international equivalent, and some knowledge of marketing – either as part of your degree, or through work experience. And you must speak and write excellent English. You'll find full details on our website www.business.uea.ac.uk. If you're not sure whether you qualify, talk to us anyway – convince us that you're a future brand leader.

How do I apply?

Start by emailing brandleadership@uea.ac.uk, or by calling us on +44 (0)1603 591892. We'll tell you more about the course, and give you a chance to talk directly to Robert Jones, the professional course director. We'll then guide you through the application process, which includes writing a piece on why you want to be a brand leader, and may include an interview. Places are strictly limited, so do get in touch now.

You can also apply online via www.business.uea.ac.uk

Useful links

www.business.uea.ac.uk
www.wolffolins.com
www.uea.ac.uk



Find us at www.facebook.com/NorwichBSchool
Watch us on www.youtube.com/UEABrandleadership

MSc Brand Leadership
One year, full time at UEA in Norwich
Starts September
Modules
Brand now Brands and strategy Brands in action Innovation and organisational transformation Brands, society and culture Consumer brand behaviour Understanding research for brand leadership Dissertation
Plus
Work experience (optional) Brand me Mentoring Visits and events
Fee
Details of fees and scholarships online
Entry requirements
2:1 university degree or international equivalent. Either a degree in business or economics, OR a degree with at least 25% of overall assessment in business, management or economics, OR a good degree and three years' experience in marketing or strategy. IELTS 7.0 overall, with no component below 6.5, or TOEFL: Internet-based score of 100 overall (minimum 21 in listening and writing; 22 in reading; and 23 in speaking component). Full details of entry requirements online. If you're not sure whether you qualify, talk to us anyway.

Beyond preconceptions

Search

Do different[✦]

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