



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



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Bachelor's degree



Advertising & Brand Design (BA)

SRH Berlin University of Applied Sciences • Berlin



Overview

Degree	Bachelor of Arts
Teaching language	<ul style="list-style-type: none">English
Languages	The programme is taught in English.
Full-time / part-time	<ul style="list-style-type: none">full-time
Programme duration	7 semesters
Beginning	Winter and summer semester
Additional information on beginning, duration and mode of study	Intakes: April & October
Application deadline	<p>Non-EU/EEA applicants: Please apply by 1 February (April intake) or 15 August (October intake). We also recommend that you apply early (at least four months before the start of your programme).</p> <p>EU/EEA applicants: Please apply by 1 April (April intake) or 1 October (October intake).</p>
Tuition fees per semester in EUR	4,725 EUR
Additional information on tuition fees	<ul style="list-style-type: none">Non-EU/EEA tuition fees: 4,725 EUR per semesterEU/EEA (including Switzerland, Western Balkans and Ukraine) tuition fees: 690 EUR per month <p>Please note: The monthly/semester tuition fees remain the same for the entire duration of the study programme.</p>
Joint degree / double degree programme	No
Description/content	Would you rather click on online ads than block them? Do you love to develop both communication

strategies and creative solutions? Are you interested in design and copy writing?

Then the BA programme in Advertising & Brand Design is exactly your thing. This programme combines a theoretical background, strategic thinking and the development of big ideas with the creation of all different kinds of adverts. This particular combination of modules and courses in the BA in Advertising is unique not only in Berlin, but in all of Germany.

This Bachelor's programme educates students in the diverse fields of advertising, as well as, the related fields of marketing, consumer behaviour and market research. The curriculum brings together empirical research, brand planning and innovation strategies on the one hand and visual, verbal and audiovisual communication on the other.

Solid theoretical knowledge is balanced with practical projects. The individual projects are based on actual briefings, contributed directly by advertising agencies, commercial enterprises or cultural and social businesses. Furthermore, all professors and teachers have a strong industry background and are continuously active in their individual fields.

This internationally recognised BA programme in Advertising & Brand Design prepares students for careers in advertising agencies, marketing and advertising departments as well as in media companies and cultural businesses. You will also be able to access numerous postgraduate and Master's programmes.

Course Details

Course organisation

First semester

- Foundations of Design I: Design Principles
- Foundations of Design II: Typography I, Photography I, Interactive Design I
- Foundations of Design III: Typography II, Photography II, Interactive Design II
- Media Lab: Photography Technique, Programme Theory Photography, Programme Theory Design
- Consumer + Advertising Psychology: Perception + Activation, Motivation + Attitude
- Communication Sciences: Communication Models + Research

Second semester

- Advertising Strategies I: Advertising Techniques, Communication Concept + Positioning
- Media + Account Planning: Channel Planning, Budgeting + Art Buying
- Marketing I: Business Models, Marketing Management
- Creative Strategies: Creativity Techniques, Creative Brief, Big Idea
- Elective I
- Media Sciences: Media Models + Research

Third semester

- Marketing II: Nonprofit + Social Marketing
- Advertising + Society: Intercultural Communication, Cultural Studies
- Writing for Advertising I: Rhetorical Stylistic Devices, Text Types, Copy Writing
- Brand Design: Corporate Design, Logo Design, Packaging Design
- Project/Campaign/Pitch I: Client Project or Creative Award Competition
- Market Research I: Quantitative + Qualitative Methods, Survey Design

Fourth semester

- Advertising Strategies II: Content Strategies, Digital Advertising, Social Media
- Brand Strategies: Brand Positioning + Brand Innovation
- Elective II
- Advertising Film: Production Scheduling, Production, Post Production
- Project/Campaign/Pitch II: Client Project or Creative Award Competition
- Lab Project

Fifth semester

- Internship/Semester abroad
- Free Project

Sixth semester

- Writing for Advertising II: Text for Commercials, Cross-Media + Transmedia
- Design Lab: Design Trends, Free Design Project
- Elective III
- Market Research II: Empirical Research
- Brand Spaces: Narrative Environments, Exhibition Design
- Advertising Futures: Weak Signals + Trends, Trend Analysis

Seventh semester

- Portfolio: Visual Branding, Portfolio Creation
- Application + Career: Preparation + Coaching
- Entrepreneurship + Media Law: Business Strategies, Copyright
- Writing Workshop / Thesis Preparation
- Bachelor's Thesis

A Diploma supplement will be issued	Yes
International elements	<ul style="list-style-type: none"> • Integrated study abroad unit(s) • Training in intercultural skills • Study trips • Projects with partners in Germany and abroad
Integrated study abroad unit(s)	In the fifth semester, students have the opportunity to study abroad.
Integrated internships	In the fifth semester, students have the opportunity to do an internship abroad.
Course-specific, integrated German language courses	No
Course-specific, integrated English language courses	No

Costs / Funding

Tuition fees per semester in EUR	4,725 EUR
Additional information on tuition fees	<ul style="list-style-type: none"> • Non-EU/EEA tuition fees: 4,725 EUR per semester • EU/EEA (including Switzerland, Western Balkans and Ukraine) tuition fees: 690 EUR per month <p>Please note: The monthly/semester tuition fees remain the same for the entire duration of the study programme.</p>
Semester contribution	199.80 EUR for a discounted semester ticket that students can use in public transport in and around Berlin for a duration of six months

Funding opportunities within the university Yes

Description of the above-mentioned funding opportunities within the university

- SRH Berlin University of Applied Sciences is offering partial scholarships for talented international students.
- EU students can also benefit from our range of "study now – pay later" financing options.
- Please check our website for more information: <https://www.srh-berlin.de/en/study-at-srh/financing-your-studies/>.

Requirements / Registration

Academic admission requirements

- General higher education entrance qualification (Abitur) or university of applied sciences entrance qualification (Fachhochschulreife)
- CV
- Portfolio with approx. 10 creative works
- Proof of English language proficiency
- Copy of your identity card or passport

Language requirements The following English proficiency tests are accepted:

- TOEFL Internet-based: 87
- TOEIC listening/reading: 785, speaking: 160, writing: 150
- IELTS (academic): 6.5
- CAE (grades A, B, or C)
- CPE (grades A, B, or C)
- FCE (grade A, B or C)
- Pearson English Test Academic (PTE-A): 59 points
- Linguaskill: 176 - 184 (CES) - all four skills required
- B2 First: 173
- Duolingo: 95 points

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EU/EEA applicants: Please [apply](#) by 1 April (April intake) or 1 October (October intake).

Submit application to Please use our [online application system](#) to submit your application.

Services

Possibility of finding part-time employment

Working as a non-EU citizen:
In possession of a valid German residence permit for study purposes, you are allowed to work for up to 120 full days (full day = eight hours per day) or 240 half days (half day = four hours) during the calendar year. However, freelance work is not permitted. Internships that are mandatory for the successful completion of your studies at SRH Berlin do not count towards the above-named 120 full days.

Employment that is considered "student part-time work" ("studentische Nebentätigkeit", e.g. employment as a student worker at a university or in a university-related organisation or "Werkstudent" activities at companies that are related to your studies) can be done without any time restrictions.

Accommodation

We do not own any student dormitories or hostels. However, we provide assistance in selecting accommodation prior to and after your arrival in Berlin.

Career advisory service

Our Career Service supports students and alumni in planning their careers and sharpening their professional profile. Our service portfolio includes:

- Consultation services for students
- Career trainings and workshops
- Annual "Career Day" with job fair and workshops
- Support in finding a job or an internship for graduates and students

Support for international students and doctoral candidates

- Welcome event
- Buddy programme
- Specialist counselling
- Support with registration procedures



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Angelika Yakymiv Student

"We have people from all over the world in our class. We have a flexible schedule, so we have a lot of free time for internships or other projects aside from university. Our teachers treat us students as equals. On top of that, the university supports our ideas. We have access to photo studios, professional equipment and highly qualified staff that is ready to help. We also have a great location at Moritzplatz."



Campus Tour - Berlin School of Design and Communication

Our staff gives you a little tour of our most important and used facilities on our campus of the Berlin School of Design and Communication. Our Academic Director Prof Bettina Borchardt also gives you a little insight into our CORE Learning Principle and mentions a few of our study programmes.

» more:
<https://www.youtube.com/watch?v=QSWgkVvwr3g>



Our campuses in Berlin, Hamburg and Dresden

© SRH Berlin University of Applied Sciences

SRH Berlin University of Applied Sciences is a state-accredited university that offers Bachelor's, Master's and MBA programmes in English and German.

Our six schools in Berlin, Dresden and Hamburg combine modern management and entrepreneurship, hospitality, media and creative industries, technology and IT, music and sound design in modern study programmes.

All schools focus on hands-on project work in small teams, an individual learning experience, and personal supervision by lecturers with real business experience.

With its more than 2,000 students from 100+ countries, SRH Berlin University of Applied Sciences is one of the most international universities. In addition to an international atmosphere, our students enjoy the opportunity to get in touch with industry partners and create a professional network through internships and company projects. We offer a wide range of services to support you in finding an internship, organising a semester abroad, and taking care of important tasks during your studies. With this support and environment, our students are prepared for careers in different industries around the globe.

The university belongs to the SRH Holding, a non-profit organisation with its headquarters in Heidelberg. As a leading provider of educational services, SRH operates universities, schools, and professional training centres. SRH Berlin is one of seven universities within the group with more than 14,000 students.



📍 University location

With its population of 3.7 million residents, **Berlin** is the German capital, the largest city in Germany and the second most populous city in Europe. Apart from being a hub for higher education and research, the city is very multicultural: people from 190 nations live here, 20% of its residents come from abroad and every one in three Berliners is a first-generation or second-generation immigrant. Students in Berlin benefit from a high quality of life and a huge range of recreational activities: festivals, museums and sports events are seen everywhere. Additionally, a third of the city area is composed of parks, rivers and lakes. Berlin is a centre for politics, media and science, and it is renowned for its culture and arts scene as well as its buzzing nightlife. It is rich in history and historical monuments and has a well-connected public transport system that students can use with their discounted public transport tickets. Well-known for its innovation capacity, the German capital has a vibrant start-up scene and is known as a start-up hotspot in Europe. In addition, Berlin's low living costs and moderate rental prices, compared to other capital or European cities, make the city very attractive for both international and domestic students.

Dresden is a perfect study location. Not only is the city of art and culture a popular tourist destination with its many famous sights, but it has also developed into one of Germany's strongest and most dynamic economic locations over the past few years. As living costs and rental prices are still relatively low, Dresden is a favourable city for students from around the world. If you add the vast array of cultural events, the diverse nightlife and the city's beautiful location in the Elbe valley, one might not be surprised that Dresden is a great place to live and study in.

Hamburg is a city that is green, lively and economically strong. Located close to rivers and the ocean, Hamburg has more bridges than Venice and is part of the second largest metropolitan region in Germany. Compared to other cities in Germany, Hamburg has moderate living costs, a high standard of living and a secure infrastructure for students. The city's continuous growth makes it one of the most important and largest trade, economic and logistics centres in north-western Europe. International companies and agencies from the aviation, life science, health care, renewable energy and creative industries are based in Hamburg. Young professionals and university graduates benefit from attractive career opportunities in a growing economy and within the IT, media, retail, logistics and renewable energies industries.

Contact

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Study Advisor

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🌐 Course website: https://www.srh-berlin.de/en/lp/ba-advertising/?utm_source=wkz-BE3001CV05&utm_medium=portal&utm_campaign=daad-intpr&utm_content=en-ba-adv-vz-be&utm_term=en

📘 <https://www.facebook.com/srhberlin>

🌐 <https://www.linkedin.com/school/srh-berlin-university-of-applied-sciences/>

📷 https://www.instagram.com/srhberlin_creatives/

📺 https://www.youtube.com/@srh_berlin

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Disclaimer

The data used for this database was collected and analysed in good faith and with due diligence. The DAAD and the Content5 AG accept no liability for the correctness of the data contained in the "International Programmes in Germany" and "Language and Short Courses in Germany".

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