



BRAND STRATEGY AND LEADERSHIP

INTERNATIONAL PROFESSIONAL CERTIFICATION | ACADEMIC
DEGREE PATHWAYS

www.eiu.ac



EIU-PARIS

59 RUE LAMARCK, 75018
PARIS



BRAND STRATEGY AND LEADERSHIP



RECOGNITION & ACCREDITATION

Legal Status, Accreditation, and International Benchmarking

The European International University – Paris (EIU–Paris) is a legally registered private higher education institution in France, operating as a distance learning center (Centre d'enseignement à distance). It is fully listed in the French Ministry of National Education's official directory of recognized institutions under the following details:

- UAI Code: 0756213W
- Official Name: Etablissement d'enseignement à distance European International University
- Supervising Authority: Ministère de l'Éducation nationale
- Academic Region: Paris
- Address: 59 rue Lamarck, 75018 Paris (Paris 18e Arrondissement)

This listing can be publicly verified through the official French government portal:

https://www.education.gouv.fr/acce_public/index.php | To verify, simply enter the UAI Code: 0756213W in the search field.

EIU–Paris is authorized to confer institutional academic degrees, issued under its autonomous academic authority in full compliance with the French Education Code (Articles L 444-1 to L 444-11 and R 444-1 to R 444-28). While not classified as Diplômes Nationaux, these qualifications are internationally benchmarked to align with key global frameworks, including the European Higher Education Area (EHEA) and the UNESCO Global Convention on the Recognition of Qualifications concerning Higher Education.

The credibility and global relevance of EIU–Paris are further underscored by:

- Recognition as a Premier Institution by the Accreditation Service for International Schools, Colleges & Universities (ASIC, UK)
- A prestigious QS 5-Star Rating across Teaching, Online Learning, Graduate Employability, Inclusiveness, and Academic Development

Active memberships in leading international academic networks and quality assurance bodies, including:

- Business Graduates Association (BGA), United Kingdom
- European Council for Business Education (ECBE), Belgium
- Association for Transnational Higher Education Accreditation (ATHEA), Europe

How Brand Management Works

In today's highly competitive and saturated global market, a brand is far more than a logo or a product name; it is the single most valuable asset an organization possesses. Brand Management is the strategic discipline focused on defining, positioning, protecting, and ultimately growing that core value.

It moves beyond traditional marketing tactics to encompass every point of contact a consumer or stakeholder has with the company. Effective brand managers are architects of trust, responsible for carving out a distinctive space in the consumer's mind, ensuring market relevance, and driving long-term loyalty that translates directly into sustainable revenue and premium pricing power.

The convergence of Brand Management and Leadership reflects the reality that brand strategy cannot exist in isolation. It requires executive vision, organizational alignment, and decisive leadership. A brand leader is responsible not just for external messaging, but for embedding the brand's promise into the corporate culture, influencing product development, managing crisis communication, and leading cross-functional teams (from R&D to finance) toward a unified purpose. This level of leadership is necessary to navigate the rapid shifts in digital technology and social demands, turning external market noise into clear, actionable, and sustainable business direction.



Brand Management VS Marketing

Leveraging a collaborative framework between **The World Brands Foundation (TWBF)** and **European International University - Paris (EIU-Paris)**, we offer the **INTERNATIONAL PROFESSIONAL CERTIFICATION IN BRAND STRATEGY AND LEADERSHIP** alongside flexible **ACADEMIC DEGREE PATHWAYS**.

This unique collaboration ensures you master the analytical frameworks to measure brand equity and market penetration while developing the executive presence and strategic agility required for leadership. Graduates are prepared to be the driving force behind influential global brands, translating vision into tangible, profitable business outcomes.

INTERNATIONAL PROFESSIONAL CERTIFICATION & DEGREE PATHWAYS IN BRAND STRATEGY AND LEADERSHIP

A. PROFESSIONAL CERTIFICATION PATHWAYS

1. Certified Brand Associate (CBA)
2. Certified Brand Manager (CBM)
3. Certified Brand Strategist (CBS)

B. ACADEMIC DEGREE PATHWAYS

1. Bachelor of Science in Brand Management and Business Transformation
2. Master of Science in Brand Leadership and Value Creation
3. Doctor of Strategic Branding and Business Intelligence



A. PROFESSIONAL CERTIFICATION PATHWAYS

1. Certified Brand Associate (CBA)

EQF/QCF Level 5 Equivalent (60 ECTS)

Program Structure: 4 modules, 20 learning units (5 units per module)

- Module 1: CBA420 Brand Fundamentals and Strategic Foundations (15 ECTS)
- Module 2: CBA440 Consumer Psychology and Brand Perception (15 ECTS)
- Module 3: CBA460 Brand Communication and Digital Presence (15 ECTS)
- Module 4: CBA480 Brand Research and Analytics Fundamentals (15 ECTS)

Module Assessments - Written assignments with supporting evidence and examples

- Module 1: Strategic Brand Analysis Portfolio (4,000-5,000 words)
- Module 2: Consumer Psychology Brand Analysis Portfolio (4,000-5,000 words)
- Module 3: Brand Communication and Digital Strategy Portfolio (4,000-5,000 words)
- Module 4: Brand Research and Analytics Portfolio (4,000-5,000 words)

Admission Requirements:

- Secondary school completion (A-levels, Baccalaureate, or international equivalent), OR
- Minimum one (1) year of professional experience in marketing, brand management, communications, or related business disciplines



2. Certified Brand Manager (CBM)

EQF/QCF Level 6 Equivalent (60 ECTS)

Program Structure: 4 modules, 20 learning units (5 units per module)

- Module 1: CBM520 Advanced Brand Strategy and Innovation (15 ECTS)
- Module 2: CBM540 Brand Experience Design and Customer Journey (15ECTS)
- Module 3: CBM560 Digital Brand Management and Technology Integration (15ECTS)
- Module 4: CBM580 Brand Leadership and Organizational Culture (15 ECTS)

Module Assessments - Written assignments with supporting evidence and examples

- Module 1: Advanced Brand Strategy and Innovation Portfolio (5,000-6,000 words)
- Module 2: Brand Experience Design and Customer Journey Portfolio (5,000-6,000 words)
- Module 3: Digital Brand Management and Technology Integration Portfolio (5,000-6,000 words)
- Module 4: Brand Leadership and Organization Culture Transformation Portfolio (5,000-6,000 words)

Admission Requirements:

- Diploma, Higher National Certificate, or Associate Degree in marketing management, business administration, or related fields, OR
- Minimum three (3) years of professional experience in marketing, brand management, strategic communications, or related disciplines



3. Certified Brand Strategist (CBS)

EQF/QCF Level 7 Equivalent (60 ECTS)

Program Structure: 4 modules, 20 learning units (5 units per module)

- Module 1: CBS620 Global Brand Leadership and Strategic Vision (15 ECTS)
- Module 2: CBS640 Brand Ecosystem and Stakeholder Management (15 ECTS)
- Module 3: CBS660 Brand Innovation and Transformation Leadership (15 ECTS)
- Module 4: CBS680 Brand Valuation, Finance, and Performance Management (15 ECTS)

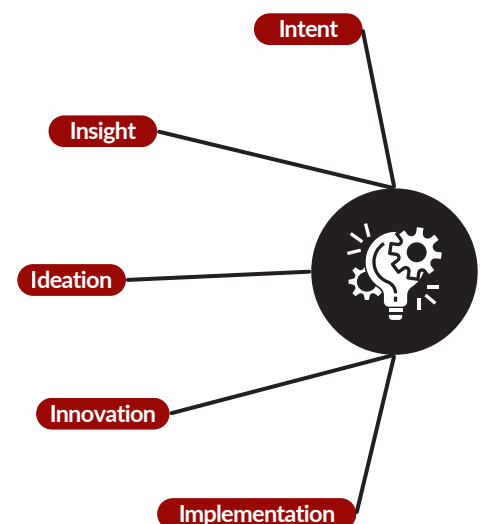
Module Assessments - Written assignments with supporting evidence and examples

- Module 1: Global Brand Leadership and Strategic Vision Portfolio (6,000-7,000 words)
- Module 2: Brand Ecosystem and Stakeholder Management Portfolio (6,000-7,000 words)
- Module 3: Brand Innovation and Transformation Leadership Portfolio (6,000-7,000 words)
- Module 4: Brand Valuation, Finance, and Performance Management Portfolio (6,000-7,000 words)

Admission Requirements:

- Bachelor's degree (or international equivalent) in marketing, management, business administration, or related disciplines, OR
- Minimum five (5) years of professional experience in senior marketing, brand strategy, or executive management roles.

The Importance of Innovation in Brand Management



B. ACADEMIC DEGREE PATHWAYS

1. Bachelor of Science in Brand Management and Business Transformation (B.Sc.)

EQF/QCF Level 6 | 180 ECTS Credits Equivalent

Programme Structure:

- **Six core modules in General Management, Marketing, and Business Foundations (60 ECTS)**
 - BUS110 Business Communication (10 ECTS)
 - MKT170 Principles of Marketing (10 ECTS)
 - BUS230 Entrepreneurship (10 ECTS)
 - MKT270 Cross-Cultural Marketing (10 ECTS)
 - IBM310 International Business Management (10 ECTS)
 - IBM350 International Marketing (10 ECTS)
- **Certified Brand Associate (CBA) modules (60 ECTS)**
 - CBA420 Brand Fundamentals and Strategic Foundations (15 ECTS)
 - CBA440 Consumer Psychology and Brand Perception (15 ECTS)
 - CBA460 Brand Communication and Digital Presence (15 ECTS)
 - CBA480 Brand Research and Analytics Fundamentals (15 ECTS)
- **BRM590 Brand Management Capstone Project - Portfolio of Evidence (60 ECTS)**

Admission Requirements:

- Secondary school completion with satisfactory academic standing (A-levels, Baccalaureate, High School Diploma, or international equivalent), OR
- Minimum two (2) years of professional experience in marketing, brand management, business operations, or related fields.

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Branding is the enduring emotional experience and promise the customer holds about you. This B.Sc. degree builds the foundational expertise necessary to enter and lead in this ever-growing, multi-billion-dollar branding industry.

**Dr. J Anand, Corporate Brand Consultant,
Director, Branding & Communication**





2. Master of Science in Brand Leadership and Value Creation (M.Sc.)

EQF/QCF Level 7 | 150 ECTS Credits Equivalent

Programme Structure:

- **Certified Brand Manager (CBM) certification modules (60 ECTS)**
 - CBM520 Advanced Brand Strategy and Innovation (15 ECTS)
 - CBM540 Brand Experience Design and Customer Journey (15 ECTS)
 - CBM560 Digital Brand Management and Technology Integration (15 ECTS)
 - CBM580 Brand Leadership and Organizational Culture (15 ECTS)
- **Certified Brand Strategist (CBS) certification modules (60 ECTS)**
 - CBS620 Global Brand Leadership and Strategic Vision (15 ECTS)
 - CBS640 Brand Ecosystem and Stakeholder Management (15 ECTS)
 - CBS660 Brand Innovation and Transformation Leadership (15 ECTS)
 - CBS680 Brand Valuation, Finance, and Performance Management (15 ECTS)
- **BRL690 Advanced Brand Leadership Capstone Project - Portfolio of Evidence (30 ECTS)**

Admission Requirements:

- Bachelor's degree (or international equivalent) in marketing, management, business administration, communications, or related disciplines, OR
- Minimum three (3) years of professional experience in marketing management, brand strategy, or senior leadership roles.



Successful companies use a combination of Strategy, Branding and Intelligence to move their brands forward, because without intelligence, you will never be able to create an impact to execute your plan.

**The Honorable President Emeritus
Prof. Dr. KKJohan, Founding President –
Brand Laureate**





3. Doctor of Strategic Branding and Business Intelligence

EQF/QCF Level 8 | Professional Doctorate (180 ECTS)

Programme Structure:

- **Certified Brand Strategist (CBS) certification modules (60 ECTS)**
 - CBS620 Global Brand Leadership and Strategic Vision (15 ECTS)
 - CBS640 Brand Ecosystem and Stakeholder Management (15 ECTS)
 - CBS660 Brand Innovation and Transformation Leadership (15 ECTS)
 - CBS680 Brand Valuation, Finance, and Performance Management (15 ECTS)
- **RBL820 Scholarly Conference / Seminar I (15 ECTS)**
- **RBL830 Scholarly Conference / Seminar II (15 ECTS)**
- **DSSR980 Doctorate Thesis (90 ECTS) - Original action research in strategic brand leadership**

Admission Requirements:

- Master's degree (or international equivalent) in marketing, management, business administration, or related disciplines, OR
- Minimum five (5) years of professional experience in executive-level brand strategy, C-suite marketing leadership, or senior management roles.



The Doctor of Strategic Branding and Business Intelligence equips leaders not just to build brands, but to future-proof them. This degree is where data-driven foresight meets market influence to create enduring commercial value.

Ky. Col Prof Dr. Edward Roy Krishnan
Founder & President

PROGRAM NOTES

- Credit Equivalence: Benchmarked against EQF, QCF, and EHEA/UNESCO international higher education standards.
- Assessment Standards: All work evaluated against rigorous academic and professional criteria (theory, application, critical analysis, evidence-based reasoning).
- Professional Recognition: Certifications endorsed by TWBF and awarded by EIU-Paris (ACBSP-accredited, ASIC Premier-rated).
- Flexible Entry Pathways: Professional experience may substitute for formal academic qualifications where substantial expertise is demonstrated.

Duration:

- Certified Brand Associate (CBA): 4–6 months
- Certified Brand Manager (CBM): 4–6 months
- Certified Brand Strategist (CBS): 4–6 months
- Bachelor of Science in Brand Management and Business Transformation: 18-24 months
- Master of Science in Brand Leadership and Value Creation: 12-18 months
- Doctor of Strategic Branding and Business Intelligence: 18–24 months

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Website: <https://eiu.ac>

Fast-Track or VAE Support: +33 613 926 264

Request Information: https://eiu.ac/lead_form/



Dual Global
Recognition

Stackable Learning
Pathway

Industry-Relevant
Curriculum

Network with
Brand Leaders



FINALIZED FEE STRUCTURE 2025

Updated 9 October 2025

INTERNATIONAL PROFESSIONAL CERTIFICATION IN BRAND STRATEGY AND LEADERSHIP | TWBF × EIU-PARIS JOINT PROGRAMS

Brand Strategy & Leadership – Professional & Academic Pathways

Notes:

- All fees are quoted in EUR (€) and benchmarked against comparable executive education and accredited European degree programs.
- Fees reflect EIU-Paris's QS 5-Star institutional rating and The World Brands Foundation's (TWBF) international credentialing standards.

A. PROFESSIONAL CERTIFICATION PATHWAY

Programs & Fees

- Certified Brand Associate (CBA) – €1,500
- Certified Brand Manager (CBM) – €2,000
- Certified Brand Strategist (CBS) – €2,500
- Bundle (CBA + CBM + CBS) – €5,500

Notes:

- Each module includes guided study materials, assignments, assessment, and certification.
- Certificates and transcripts are issued by EIU-Paris, co-endorsed by TWBF.
- Completion of all three certifications (CBA-CBM-CBS) provides direct progression eligibility into EIU's academic degree pathways (BSc, MSc, or Doctorate).



B. ACADEMIC DEGREE PATHWAY (DIRECT ENTRY)

Programs & Tuition Fees

- BSc in Brand Management and Business Transformation – €6,000
- MSc in Brand Leadership and Value Creation – €6,000
- Doctor of Strategic Branding and Business Intelligence – €10,000

Notes:

- Direct entrants complete embedded CBA, CBM, and CBS modules within their degree structure.
- Tuition covers all coursework, assessments, supervision, and final project or thesis evaluation.



C. ACADEMIC DEGREE PATHWAY (ENTRY VIA PROFESSIONAL CERTIFICATION – RPL CREDIT TRANSFER)

Recognition of Prior Learning (RPL):

Graduates of TWBF × EIU certification programs may apply RPL credits to fast-track completion of academic degrees.

A one-time RPL processing fee (€200) applies.

Adjusted Top-Up Fees (after RPL credits):

Entry Route	Credits Recognised	Remaining Components	Top-Up Fee (EUR)
BSc after CBA	60 ECTS	Core Modules + Capstone (120 ECTS)	€4,500 + €200 = €4,700.00
MSc after CBM + CBS	120 ECTS	Capstone (30 ECTS)	€1,500 + €200 = €1,700.00
MSc after CBM only	60 ECTS	CBS + Capstone (90 ECTS)	€4,000 + €200 = €4,200.00
MSc after CBS only	60 ECTS	CBM + Capstone (90 ECTS)	€3,500 + €200 = €3,700.00
Doctorate after CBS	60 ECTS	Seminars + Doctoral Thesis (120 ECTS)	€7,500 + €200 = €7,700.00

Notes:

- Top-up routes allow learners to complete advanced degrees in shorter timeframes while maintaining academic rigor.
- All credits and exemptions are subject to verification and academic board approval.



D. GENERAL TERMS & CONDITIONS

- All fees are payable in EUR (€). Installment options available (20% upon enrollment, balance spread over remaining months).
- Fees exclude payment gateway charges, notarization, or apostille/legalization costs.
- Resubmission / Reassessment fees:
 - €50 per CBA, CBM, CBS module
 - €50 per BSc module
 - €50 per MSc module
 - €100 per Doctoral module (Thesis resubmission fee)
- Fees are subject to annual review and minor regional adjustments.

Summary of Programs and Fees

Category	Program Title	Tuition (EUR)
Professional Certifications	Certified Brand Associate (CBA)	€1,500
	Certified Brand Manager (CBM)	€2,000
	Certified Brand Strategist (CBS)	€2,500
	Bundle (CBA + CBM + CBS)	€5,500
Academic Degrees	BSc in Brand Management and Business Transformation	€6,000
	MSc in Brand Leadership and Value Creation	€6,000
	Doctor of Strategic Branding and Business Intelligence	€10,000

Issued by:

European International University – Paris (EIU–Paris)

in collaboration with The World Brands Foundation (TWBF)

Updated as of 9 October 2025