

Programme Description

STUDY ABROAD

Name of the programme: Y3 International Brand Strategy & Marketing

Key information:

Dates: 3 September to 12 December 2025 (exams included)

Duration: 15 weeks (holidays: 25 October to 2 November 2025)

Level: Level 6 (Undergraduate Year 3) / Level 7 (Postgraduate)

Total number of teaching hours: 183

ECTS: 30

Prerequisites: Completion of Level 5/Undergraduate Year 2 of Marketing/Communications studies

Examination Board Date: 28 January 2026*

Resit Exams Dates: 2 to 6 March 2026 (online)*

Resit Examination Board Date: 24 March 2026*

**The forecasted dates of the Examination Boards and the Resit Exams are indicated in the programme description, although they are subject to change based on circumstances*

Programme Lead: Caline Anouti

Programme Advisor Name, Title and Institution: Emilie Lassalle, Director of Pedagogy, CREA Geneva

Aims of the Programme:

The International Brand Strategy & Marketing programme is designed to equip future leaders to build a strong brand and grow a business in a digital world. This programme will provide the necessary knowledge for anyone who ambitions to work in an international environment, no matter if it's in a start-up, an agency, a local or global business. From brand strategy and marketing effectiveness to customer experience journey and innovation, student will have the opportunity to learn from experienced lecturers working in some of the most creative, award-winning networks and London based agencies.

Programme Benefits:

This programme offers students:

- Up-to-date skills – Brand, business and customers’ needs and expectations are constantly evolving. With this programme, students will learn new skills required to meet these new needs (i.e. customer journey, digital trends) and how to apply them in their career right away.
- A focus on digital and innovation – the pandemic has changed the way a business operates. This programme has a focus on digital experiences and innovation to get students ready to navigate in what might become the future of marketing (Metaverse, gaming, Immersive technologies, DTC).
- Opportunities to learn by doing – the lecturers will offer their feedback, guidance, and expertise during interactive sessions, where students will be encouraged to apply what they will learn through workshops and teamwork.
- A cultural and professional experience abroad – students will experience the British culture and the life in London. They will also learn the specificities of the country when it comes to media trends, lifestyle and working environment via multiple visits.

Learning Outcomes:

Knowledge

By the end of this programme, students will have demonstrated:

1. A complex and critical understanding of a wide range of concepts related to brand strategy and marketing communications, in particular innovation management and creativity, understanding how these dynamics influence consumer behaviour and market trends.

Skills

By the end of this programme, students will be able to:

2. Develop Strategic Brand Plans: Formulate comprehensive brand strategies that incorporate market research, competitive analysis, and consumer insights to create distinctive and compelling brand propositions in international markets.
3. Evaluate Brand Performance: Utilise advanced metrics and analytical tools to assess the effectiveness of brand strategies and marketing campaigns, identifying key performance indicators (KPIs) and making data-driven decisions to optimise brand equity and return on investment (ROI).
4. Navigate Cross-Cultural Marketing Challenges: Demonstrate proficiency in adapting brand strategies to different cultural contexts, ensuring that marketing efforts are culturally sensitive, inclusive, and resonate with diverse consumer groups in the global marketplace.

Values

By the end of this programme, students will have demonstrated a commitment to:

5. Recognising, respecting, and applying the five values of OELS.

Programme Structure:

ACADEMIC PROGRAMME <i>(subject to change)</i>	Hours	ECTS
Brand Strategy		
Brand Communication & Sustainability	18	3
Consumer Behaviour & Trends	18	3
Fashion & Luxury Branding	24	4
Luxury Retail in the UK	12	2
Advanced Event Management	24	4
Digital Marketing & Innovation Management		
Global Experience Journey	18	3
4IR Tech for Good	18	3
Briefs & Creativity		
Creative Thinking, Creative Doing	12	2
One-Day Pitch	9	1
Advanced Intercultural Communication	18	3
Mastering Public Speaking	12	2
Masterclasses & Visits <i>(depending on availability)</i>		
Optional English Support	12	0
Guest Speaker(s)	TBC	-

Approach to Learning:

Each module is taught differently depending on the aims, the content and the skills required but in each, students are expected to read and watched assigned material (text, articles, podcasts, videos...) independently, attend all classes, workshops and activities in their schedule (unless noted "optional"), actively participate in group discussions, and where appropriate, work in collaboration with their peers to create informed and professionally structured reports and presentations. In addition, students are expected to take an active interest in and participate in external guest lectures and company visits, including the appropriate preparation ahead of each visit.