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## Building Brands and Influencing Behaviour

University of Amsterdam

Certificate / Diploma Summer course Amsterdam

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### Course description

Qualification Certificate

Field of study General programmes

Course summary Branding is a promise made, and a promise kept. What factors go into creating a winning brand, the strategy behind it, and continued loyalty of consumers?

Course description In this course we will look at how brands are built and analyze how all of its components, from naming to design, come together in order to differentiate the brand from its competitors, be relevant to consumers and be true to its values, personality and purpose. This three-week summer programme will provide students with the skills to define the brand essence of an organization and bring it to life through design, copy and behaviour. You will understand how all of the aspects of the brand need to work as one, in order to create a unique and relevant experience. Participants will be able to create the foundation of your own start-up, nonprofit, or corporate brand, and be better equipped for a role in marketing or brand management. Throughout the programme, we will move between branding strategies and case-studies, to actual applications. The final project of this course will ensure that the methods learned in the classroom will be applied to a real client from the nonprofit sector, thereby bringing theory and practice together, while making a real impact on society.

Study subjects -

Course objectives -

ECTS credits 6.00



Duration	3 week(s) full-time
Language of instruction	English
Instruction modes	excursion, tutorial
Accreditation	-

## About the institution

Department	Faculty of Social and Behavioural Sciences
Information about the institution	A modern university with a rich history, the University of Amsterdam (UvA) traces its roots back to 1632, when the Golden Age school Athenaeum Illustre was established to train students in trade and p

## Admission

Admission requirements	
Language requirements	
Professional experience required	-
Duration	3 week(s) full-time
Application deadlines	<b>Start date</b> <b>EU/EEA Students</b> <b>Non-EU/EEA students</b> 28 Jun 2019   21 Oct 2018   -
	<b>Year</b> <b>EU/EEA</b> <b>Non-EU/EEA</b> <b>Institutional</b> 2019 (FT)   € 1600   € 1600   € 1600

In short, the following rules apply:

Tuition fees	<ul style="list-style-type: none"> <li>• The "EU/EEA rate" is the regular fee for students from within the EU/EEA.</li> <li>• The "non-EU/EEA rate" is the rate for students from outside the EU/EEA.</li> <li>• The "institutional rate" is for all students who have already obtained a bachelor's or master's degree and who want to start a second programme leading to a degree at the same level or at a lower level.</li> <li>• Note that FT, PT and D stand for "full-time", "part-time" and "dual", respectively.</li> </ul>
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Make sure you contact your institution to find out what rate applies to you. The rates listed here are estimates.



Scholarships -

For more scholarships, visit: [www.grantfinder.nl](http://www.grantfinder.nl)

Course  
website

[More information about the course](#)

## Contact

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Course website

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Institution website

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