

Master of Arts in
BRAND DESIGN

RPC-SO-36-No.463-2015





Faculty of Art, Design and Audiovisual Communication

Creative workers in the domains of art, design, and audiovisual communication are prepared at the Escuela Superior Politécnica del Litoral (ESPOL) through the Faculty of Art, Design, and Audiovisual Communication (FADCOM). The mission of the college is to provide highly skilled, dedicated graduates to meet the demands of the creative and productive sectors of society.

One notable feature of the FADCOM Graduate Program is its creative and excellent academic proposal. Our graduate programs—which include the MA in Transmedia Communication, the MA in Postproduction, Art and Technology (MA by Research), and the MA in Design and Branding—are created to instruct professionals with up-to-date knowledge and practical skills that allow them to stand out in a competitive environment.

We cordially encourage you to become a part of our academic community and enjoy a rich and rewarding experience that will enable you with the skills you need to succeed in the workplace and make a major contribution to the advancement of our society.

WELCOME!



ESPOL, your best choice

1

PRESTIGE

ESPOL is the top state university according to internal rankings and one of the best in LATAM.

2

ADVANCE PROFESSIONALLY

Optimize your time and achieve your goals studying programs designed to obtain your degree faster.

3

NETWORKING

Build long-term relationships with industry leaders and experts that will boost your career.

4

HIGHLY QUALIFIED FACULTY

Learn from the top educators in Ecuador as well as internationally renowned foreign faculty.

5

BROAD YOUR HORIZONS

Enrich your academic experience and your professional profile by complementing your training with courses from other ESPOL master's degrees and other university centers.

6

EMPLOYABILITY

Alumni from ESPOL have a high employability rate in national and foreign companies.

A photograph of three people in a modern office setting. A man in a dark brown shirt stands on the left, holding a tablet and smiling. A woman with long dark hair and sunglasses on her head sits in the center, looking at the tablet. A man with glasses and a light grey blazer sits on the right, also looking at the tablet. They are gathered around a wooden table covered with various design materials, including color swatches, pens, and a blue mug with the 'espe' logo. The background features a large wall with abstract black and white patterns.

Master of Arts in **BRAND DESIGN**

Design identity is one of the strategic assets for companies around the world. It represents your brand and connects effectively with congeners, fostering long-term loyalty; this is why the need for expert branding professionals has become essential to establish a solid presence in the market.

By obtaining this master's degree diploma, you will be able to lead multidisciplinary work teams in any company, contributing to the success of the organization and its sustainable growth. The degree is focused on those who seek a practical and applied approach to brand design and management, combining theory and practice to develop professional and business skills.

MAKE YOUR POTENTIAL SHINE
And make the difference in your professional field

Our Graduate Program

ROUTE TO THE FUTURE

Mission

To cooperate with society, complementing the training of leading, creative, and innovative professionals for the strategic management of brands.

Vision

To be a national and international reference program, leader in training professional experts in brand management that generate positive impact in the business world.

ESPOL VALUES



INTEGRITY

We practice ethics in our actions and are accountable for what we do.



COOPERATION

We are a community committed in solidarity to solve the world's problems.



COMMITMENT

We materialize our commitment to quality education, to the well-being of human beings and to the transfer of sustainable solutions at the service of society.



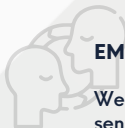
DEDICATION

We do more than what is expected of us with passion and enthusiasm.



INNOVATION

We generate value, looking for new improvements and solutions to solve problems and take advantage of opportunities.




EMPATHY

We demonstrate genuine sensitivity to the needs of our stakeholders and work as a team to meet them.



OPENNESS

We are open to the world, to new experiences, and we welcome valuable people with diverse opinions and perspectives.



Become an

INNOVATIVE AND CREATIVE PROFESSIONAL

Graduate Program General Objective

The Brand Design MA program aims to provide individuals with expertise in creating and administrating distinctive, meaningful, and coherent strategic brands, rich in meaning, and committed to their audience, products, services, and communications associated with them, so that they achieve empathy between internal actors and external aspects of the organization, strengthening the culture and synergies between them and their consumers.

Competencies

- Create visual identities that strengthen the perception and recognition of brands, applying design principles.
- Design strategies that build up the identity of the brands and the emotional connection with the audience.
- Evaluate the results of the market research and trend analysis to make informed decisions for brand positioning.

Undergraduate student's profile

Students need to have general understanding of mathematics, writing and spoken communication, computer applications, and have a good degree of comprehension of proficiency in reading and writing English, as well as the administration of methodical tools for prospecting, analyzing, and representing people, culture, the market, and the region in order to make design judgments for projects.

When applicants achieve a score on the aptitude exam that supports the curriculum of at least 70%, they will be admitted.

Graduate program student's profile

Our Graduate program participants will have strong training to lead brand strategies after completing the course work, with an emphasis on creating and implementing all-encompassing campaigns that fortify brand identification and elicit strong, startling emotions. They are also ready for specialized positions like business consultants, corporate identity managers, trend and market analysts, and customer experience managers. In these positions, they will use their advanced knowledge to create exceptional experiences, analyze trends, and create cohesive visual identities. Graduates stand out as adaptable and highly skilled professionals in the strategic and creative brand management field with all of these abilities.



Learn how to manage
**SUCCESSFUL
BRANDS**

Master of Arts in BRAND DESIGN

The curriculum consists of two ordinary academic periods within a year. Twelve modules, included a qualification work is the academic offer.

ACADEMIC TERM 1 FIRST SEMESTER

BRANDING FUNDAMENTALS	
2,5	40

ANTHROPOLOGY OF CONSUMPTION	
2,5	40

BRAND AND MARKET RESEARCH	
2,5	40

STRATEGIC COMMUNICATION	
2	32

STRATEGIC DESIGN	
2,5	40

CAPSTONE COURSE 1	
2	32

ACADEMIC TERM 2 SECOND SEMESTER

STRATEGIC BRANDING AND DIGITAL MEDIA	
2	32

VISUAL MERCHANDISING AND PACKAGING	
2,5	40

BRAND BUILDING	
2,5	40

BRAND STRATEGY	
2,5	40

BRAND MANAGEMENT	
2,5	40

CAPSTONE PROJECT	
4	48

NOMENCLATURE

COURSE UNIT NAME	
CREDITS	CLASS HOURS



BLENDED LEARNING
PROGRAM

DEGREE IN

1 YEAR



A Few of our Professors

Our teachers have extensive experience in the professional area and they are part of the work team of recognized public and private companies. In the academic environment, they are graduated from the top universities of the world, and have teaching experience in educational institutions with a long history.



Agustín Rosa

Expert in communication, personal growth, and digital marketing with two decades of international experience. CEO of My Integral Development Coach. Author of four books. He has been interviewed more than 350 times in the media. Host of the 100xPreneur Podcast.



Jesús Hernández

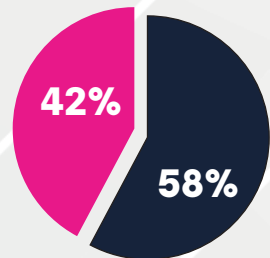
International speaker, trainer, and consultant. He holds an MBA, a PhD in the economics field. He provides professional guidance in the areas of specialized futuristic digital strategies, as well as the planning, development, and implementation of leading-edge communication plans.



Omar Acevedo

Professor and researcher at the University of Valparaiso. He holds a doctorate in Industrial Design and has extensive teaching experience at several universities. His work mainly focuses on fields such as social inclusion, safety, and health. He is one of the co-directors of the UV School of Design's Observatory of Innovation.

Experience of our grad program faculty



● Magister ● Ph.D



11

Published authors



58%

Have received recognition and academic awards from all across the world.



67%

Have collaborated in international projects as managers and directors



Academic Mobility

ESPOL Graduate students can access the following academic exchange programs:



E-Leaning Tools

All polytechnic masters have access to the following licenses:



Other Benefits

All students have
HEALTH INSURANCE,
in case of accidents



How to be part of our program



DOCUMENTS

- University undergraduate degree diploma (if international, get it apostilled)
- SENESCYT validation (downloaded from the portal)
- ID or DNA
- Voting certificate (Ecuadorians solely)
- Disability Card (if that is the case)
- Updated CV.



ACCEPTANCE CRITERIA TO ENTER

- Undergraduate Academic performance.
- Work experience
- Motivation letter
- Letter of recommendation
- Interview with the coordinator
- Admission Test

Cost & Payment



- Direct credit with the ESPOL program
- Banking educational credit



- Credit / debit cards
- Bank wire transfer



ASK FOR OURS
SCHOLARSHIPS



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