



浙江万里学院
中德品牌学部

Sino-German Faculty of Branding
Zhejiang Wanli University

Graduates' rate
of further study

91.4%

Sino-German Faculty of Branding

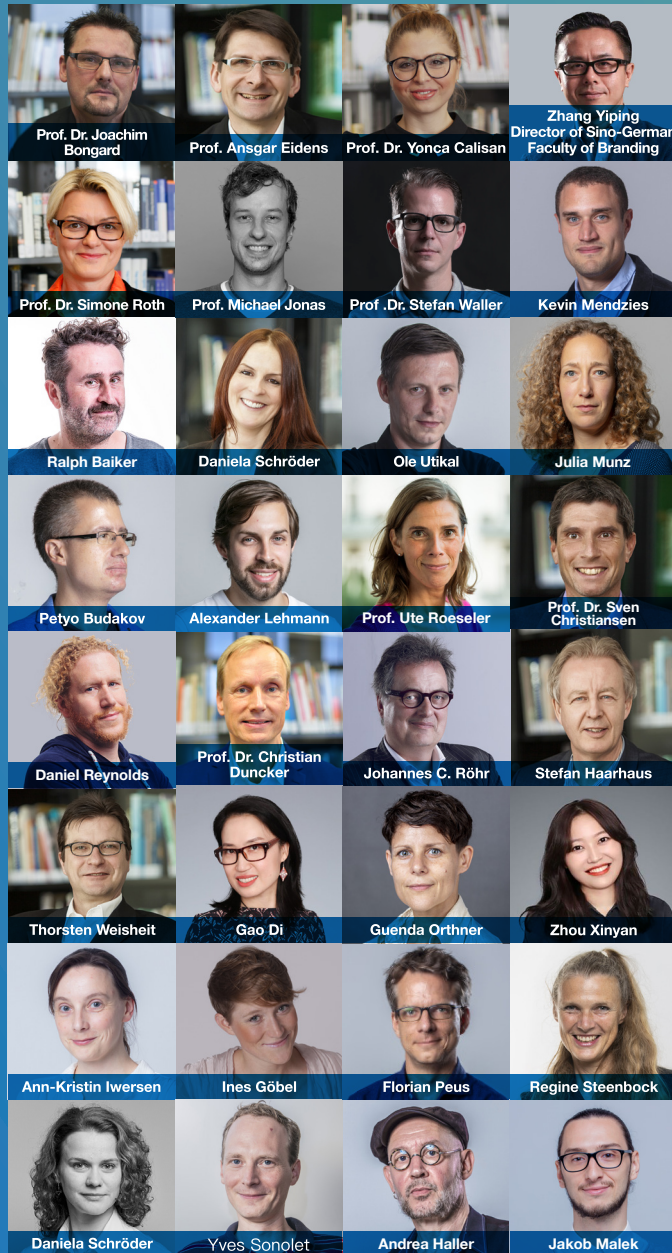
Joint Institute of Zhejiang Wanli University and Brand University of Applied Sciences
Sino-German Institute of Design and Communication
Research Institute of Brand Sciences

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Welcome
To
Join
Us



Teaching Staff of Sino-German Faculty of Branding



Strategic Support Organizations



Graduates admitted to the world's top graduate schools



University College London

QS Ranking: 08



The University of Edinburgh

QS Ranking: 15



The University of Manchester

QS Ranking: 28



The University of Melbourne

QS Ranking: 33



King's College London

QS Ranking: 37



The University of Sydney

QS Ranking: 41



The University of Queensland

QS Ranking: 47



Royal College of Art

QS Ranking (Art): 01



University of the Arts London

QS Ranking (Art): 02

Tuition and accommodation fees

Sino-German Cooperation Study 4+0:

Visual Communication and Design
Advertising
Exhibition Economy and Management
Art and Technology

Tuition: **26000 RMB/Year** ;

Accommodation fee: **1500RMB/Month** ;

Sino-German Faculty of Branding

The Sino-German Faculty of Branding is established by Zhejiang Wanli University, which closely cooperates with the Brand University of Applied Sciences in Germany. The faculty consists of the Joint Institute of Zhejiang Wanli University and Brand University of Applied Sciences, the Sino-German Institute of Design and Communication, and the Research Institute of Brand Sciences.

The Sino-German Faculty of Branding is oriented towards serving the high-quality development of both economy and

society. It actively embraces knowledge innovation and technological progress, with a focus on "Brand Sciences." It aims to establish emerging interdisciplinary disciplines, such as Brand Design, Brand Communication, and Brand Management, fostering their distinctive development. The faculty maintains close collaboration with enterprises and industries both home and abroad, predicting talent demands, synchronizing nurturing, and assessment, striving to achieve a mutual alignment and promotion between academic disciplines and industrial, innovation, and talent chains.



The Sino-German Faculty of Branding features three major advantages: the resource channel of international cooperation, the emerging discipline of Brand Sciences, and the organizational platform of academy-enterprise integration. It optimizes the curriculum system, faculty team, teaching conditions, and practice bases. Following the principle of "intercultural + interdisciplinary," it designs professional development programs to cultivate professionals with practical experience and international vision.

Interdisciplinary Practical Project

Majors in Joint Institute of Zhejiang Wanli University and Brand University of Applied Sciences

Visual Communication and Design

Core courses

Design Aesthetics & Design Thinking | Graphic Design
Typography Design | Interdisciplinary Practical Project - Brand Design
Basics of Brand Design | Foundations of Brand Management
Information Design | Traditional Visual Arts & Modern Design
Chinese Culture & Branding Design | Packaging Design
Interaction Design | Branding Suite Design

Career

Graduates can pursue overseas further study, or work as brand designers, creative design directors, visual design directors, packaging designers, advertisement designers, advertising agency art directors, interactive media designers, website designers, packaging designers, interface designers, etc. in branding design companies, advertising agencies, planning companies, graphic design companies etc.

Art and Technology

Core courses

Digital Visualization language | Design Aesthetics & Design Thinking
Graphic Design | Basics of Brand Design | Digital Design
Virtual Reality Design | Augmented Reality Design | Mixed Reality
User Interface Design | User Experience Design | Practice Project

Career

Graduates can pursue overseas further study, or work in interactive design, web and interactive media, game design, digital media and other related enterprises, undertaking creative and development work in digital media design, virtual reality and augmented reality design, interactive interface design, interactive display design, etc.



Teaching in class



Students win OneShow International Advertising Award

Advertising

Core courses

Market and Trend Research | Introduction to Brand Communication
Basics of Economics | Basics of Scientific Work
Brand Principles and Practices | Advertising Planning and Creativity
Advertising Copywriting | Public Relations & Content Marketing
Advertising Psychology and Neuromarketing
Digital Branding | Strategic Planning in Brand Communication

Career

Graduates can pursue overseas further study, or work in advertising companies, brand operation departments etc. as brand directors, market research managers, marketing managers, brand planners, event planners, advertising copywriters, advertising creative directors, public relations planners, media planners, media PR managers, digital marketers, and account directors, etc.

Exhibition Economy and Management

Core courses

Basics of Brand Management | Management and Innovation Principles
Convention and Exhibition Management | Participation Practice
Theory and Practice of Convention and Exhibition Planning
International Branding | Innovation Management
Interdisciplinary Practical Project - Brand Management

Career

Graduates can pursue overseas further study, or work in exhibition research, industry planning, research and management in government agencies, exhibition industry associations and exhibition professional organisations; or engage in exhibition planning, public relations, production and on-site operation management in exhibition companies and exhibition service companies.