



4 Courses

Brand Identity and Strategy
Storytelling in Branding and
Content Marketing

From Brand to Image:
Creating High Impact
Campaigns That Tell Brand
Stories

Branding and Customer
Experience



Aug 5, 2026

Elena Uvarova

has successfully completed the online Specialization

Branding: The Creative Journey

In this Specialization, learners developed and honed essential skills for today's world of digitalization and constant content production. The Specialization focuses on providing students with the capacity to analyze and apply relevant concepts, using a complete branding toolkit which gives the student the necessary elements so that they are able to understand brand behavior, the language of a brand and learn about the rational and emotional elements behind brands. It also attempts to allow the student to understand the language of images and understand brands efforts in the context of customer experience. How audiences perceive and live the brand is what matters and the Specialization provides the student with the capacity of applying this in a strategic manner.

Begoña González

Begoña González-
Cuesta, Dean of Faculty
and Student Experience
le School of Human
Science and
Technology,
le University

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