



UNIVERSITY OF NEW YORK IN PRAGUE

UNYP wins second Superbrands title

University of New York in Prague took home for the second year in a row the prestigious marketing award, Czech Superbrands 2017. Each year, international experts of business, communications, marketing and more evaluate brands on several criteria, such as reputation and brand awareness. After tallying up a certain level of points, the experts award the title of Superbrands to the winner.

The University of New York in Prague has, according to the professional jury, become the official leader among private universities and business schools alike in the Czech Republic. It's thanks to the long-term marketing efforts and the quality of its education, teachers and activities for students, the University of New York in Prague brand enjoys such popularity and prestige.

For five years, Business Superbrands Award has been bestowed on the best brands in the market. "It's an honor to represent a brand that has garnered such recognition over the last two decades for quality and notability," said Mark Anderson, Marketing Director for the University of New York in Prague.

For almost 20 years, University of New York in Prague has been delivering the very best in English language higher education to the Czech Republic. In addition to offering degrees accredited by the Czech Ministry of Education, Youth & Sport, the university also offers American degrees through partnerships with the State University of New York and Empire State College. The university's fields of study include Business Administration, Communications & Mass Media and Psychology across Bachelor's, Master's, MBA and PhD degrees.