



UNIVERSITY OF NEW YORK IN PRAGUE

## University of New York in Prague voted into Superbrands 2019, fourth win in a row!

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**Prague, March 20, 2019** - The University of New York in Prague (UNYP), has won the Czech Superbrands award for the fourth year in a row. “Four years in a row says a lot about UNYP and the Czech market for private higher education, we are honored that the Business Brand Council continually recognizes our brand as one of the most recognizable and trusted private universities in Czech Republic” commended Mark Anderson, Marketing Director of UNYP. The title is awarded by a panel of experts and is evaluated on areas such as brand knowledge, innovation, prestige, business results, and the quality of the brand itself.



“The proof of our quality remains in our accreditations and renewed accreditations as well as the quality and positions of our graduates. We strive to be student centric and to give the full American university experience for an affordable price delivered in the Czech Republic,” added Sotiris Foutsis, General Manager of UNYP.

UNYP has been delivering the very best in English language higher educations in the Czech Republic for 20 years, since 1998. The University offers both American degrees through its long-term partnership with the State University of New York, Empire State College as well as UNYP degrees accredited by the Czech Ministry of Education, Youth & Sports. The University offers degrees in a variety of study fields from Business Administration, Communications & Media Studies to Psychology across bachelors, masters, MBA and PhD degrees.

The University of New York in Prague remains – according to the professional jury of communications and marketing professionals – the official leader among private universities and business schools in the Czech Republic. This success is down to both its long-term, high standards in marketing as well as the quality of its education, staff, faculty, alumni and activities; because of them, the University of New York in Prague brand enjoys such popularity and prestige. A logical synergy of these factors is excellent business results, innovative communication and a strong brand awareness.

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