## MAR632: Digital Storytelling and Branding

Students in the Digital Storytelling and Branding Course will learn how to define a brand's voice to ensure consistent and meaningful customer experiences at every brand touch point. Students also learn how to use storytelling principles to strengthen a business and make deeper connections with their customers. Finally, students develop and articulate their own personal brand identities for real-world business use.

Credits 3.5

1 Full Sail University