MDM530 : Brand Development

Understanding a company or institution's brand and knowing how to research, analyze, and promote its core values is essential in developing effective marketing communications. In the Brand Development Course, students will explore the history and processes of brand development in media design through case studies and learn how to utilize some of the basic tools used in the marketing profession. In applying this knowledge to creative projects, students will gain additional insight into their research that they can then utilize in future projects.
Credits 5