

MCB359 : Project and Portfolio V: Media Communications

The Project and Portfolio V: Media Communications course combines hands-on learning experiences with summative and formative portfolio assessment. Building on research conducted in Portfolio II, students will review a related industry business and analyze its current marketing strategy for cohesiveness of brand messaging. Students will suggest improvements through a marketing project proposal, which will focus on employing traditional and nontraditional marketing channels. Students will apply their previous portfolio course knowledge of research, graphic design, digital branding, and business principles. Self-directed students may also explore relevant personal projects or internships during the course.

Credits 3