

MAR630 : Business Storytelling and Brand Development

This course covers the two main aspects to building a strong presence in the business and consumer market: storytelling and brand development. In this course, students learn how to implement brand development strategies that help companies become icons within their industry. Students also learn how to use storytelling principles to strengthen a business and deliver a superior customer experience. Finally, students develop their own personal brand identity and create tools for real-world business use.

Credits 3.5