



VCU Brandcenter  
**CLASS OF**  
**2015**

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*Roles this track translates to:*

*- experience designer, user experience designer, creative technologist, interaction designer, information architect, multi-media producer, digital art director*

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## CREATIVE BRAND MANAGEMENT

Roles this track translates to:

- brand/product mgmt., marketing mgmt., and consumer insights development for brands/companies
- account management, brand/communications strategy for agencies/brand consultancies

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