

If you say “yes” to any of the following questions you may have the makings of a brand manager.

- Do you enjoy leading teams of ordinary people to do extraordinary things?
- Are you motivated by the idea of competing in a free market death match to beat your competitors into submission?
- Do words like “profit,” “performance bonuses,” and “stock options” leave you all warm and tingly?
- Are you an “imaginer” who understands the revolutionary power of invention and innovation?
- Can you accept that failure is a valuable part of the search for success?
- Have you already named the business you plan to start one day?

WHAT ALUMS SAY

“Two years at the Brandcenter is the educational, technical and professional equivalent of strapping yourself directly to a rocket that has a single mission to go as fast and high as possible with absolutely no intention of returning to its place of origin. The Creative Brand Management track completely changed the trajectory of my career by preparing me to approach business completely differently than the status quo.”

– Jordan Childs, Owner of Eastern Land Collective and Shine Craft Vessel Co. (entrepreneur)

“The world we are living in has never been more dynamic than it is now. As marketers we face challenges that are complex, constantly evolving, and demand creativity. It’s no longer enough to accept the status quo. You have to reimagine what’s possible, see the world not for what it is but for what it can become. To successfully lead a brand in this environment you have to take a 21st century approach to business. And there is no education that better positions you to do so than the Creative Brand Management track at the Brandcenter.”

– Cameron Ferrin, Global Brand Manager, Airbnb

FROM THE DIRECTOR

“Combining the quantitative basics of an MBA with a deep dive into the world of branding, the CBM track is at the intersection of business pragmatism, creative thinking, and innovation.”

– Helayne Spivak, Director, VCU Brandcenter

WANT TO LEARN MORE?



CONTACT

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VCU Brandcenter

CREATIVE BRAND MANAGEMENT

Track

Like many life-altering decisions, you may want to take a few moments to think about it.

PROGRAM OVERVIEW



The Virginia Commonwealth University Brandcenter in Richmond, Virginia is an innovative, two-year graduate program that brings the creative, strategic, business and technology sides of advertising and branding together. The Brandcenter offers a highly creative, uniquely collaborative environment for students concentrating in five tracks: Copywriting, Art Direction, Strategy, Creative Brand Management, and Experience Design. Students earn a Master of Science degree in Business/ Branding. Brandcenter alums work at some of the best agencies in the world such as R/GA, Mother, Droga5 and Wieden + Kennedy. On the client side our alums are helping to build brands like Target, Apple, Google, Nike and Coke. Innovation, design and entrepreneurship are tightly woven into our curriculum resulting in graduates who have gone on to launch successful start-ups and product ideas. Just imagine where you could go from here.

TRACK DESCRIPTION

There would be no need for an advertising world of words, pretty pictures, storytellers and mavens without clients. Client-side Creative Brand Managers direct a mix of agency and client specialists to focus on gaining measurable market share, increasing customer lifetime value and building brand equity. And, working closely with client brand managers, agency account managers oversee the client relationship, marshalling a mix of disparate agency resources and ensuring they are brought to bear in fulfillment of client strategic business objectives.

CURRICULUM 2015*

SEMESTER

01

- / Business of Branding
- / Creative Thinking
- / Strategic Thinking
- / Research Methodologies

SEMESTER

02

- / Brand Analytics
- / Accounting for Communications Professionals
- / Brand Design for Brand Managers
- / Foundations of Brand Management

SUMMER

There are no classes during the summer between your first and second years of the Brandcenter. Many students intern for 8-10 weeks during this time. The school assists students with internship placement by compiling and curating a list of paid internship opportunities. Most internships are in New York City, Los Angeles, San Francisco, and Chicago.

SEMESTER

03

- / Brand Experiences
- / Team Building & Leadership
- / Advanced Brand Management

SEMESTER

04

- / Innovation
- / Applied Brand Management
- / Supervised Business Study

* Please note the curriculum regularly evolves given the ever-changing nature of our industry.

THE FACULTY

Brandcenter classes are taught by full-time faculty who are all experts in their disciplines. Our faculty bring a wealth of practical experience to the classroom. Prior to teaching, our professors have worked as creative directors, planning directors, brand managers, agency and company presidents, editors, directors, experience designers, among other roles. Most faculty members continue to consult in their respective fields, which helps to ensure they stay current in an industry that changes by the minute. Combined, our faculty have over 250 years of experience in the world of advertising and brand management.

JOB PLACEMENT

The job placement rate at the VCU Brandcenter is generally 75% within three months of graduation and 97% within six months of graduation. Brandcenter graduates are in demand, and we are lucky to have amazing support from the industry. Creative Brand Management is “versatile” in terms of career options. Our CBM graduates go on to roles as strategists and account managers on the agency side, brand/marketing managers on the client side, strategists for brand/innovation consultancies and entrepreneurs.

WHAT THE INDUSTRY SAYS

“One of the most innovative programs in higher education, the VCU Brandcenter has made a significant impact on the marketing communications industry by producing graduates who are less conventional, more responsible and strive to change the industry for the better.”

— Jim Stengel / President/CEO / The Jim Stengel Company

“The VCU Brandcenter manages to continually produce the talent that is desperately needed today – that rare mix of fresh thinking of what brands and communication need in order to thrive today, combined with the practical understanding of how business and agencies work. As a result, they hit the ground running faster and contribute far more than you could hope for.”

— Gareth Kay / Founder / Chapter San Francisco

