

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

- Do you love words?
- Do other people’s conversations fascinate you?
- Do you always have the best one-liners of the night?
- Do your friends look forward to your Facebook posts?
- Have you ever seen a commercial and thought, “I can do better than that?”
- Do you think Mad Men is reality TV?
- Do you believe in your heart that the right words, in the right order, can lift a heart, change a mind, move a mountain?
- Is your harshest critic yourself?

WHAT ALUMS SAY

“Any writer can come up with a weird, crazy, and/or hilarious idea. The Brandcenter teaches you how to hone and focus your thinking so that those weird, crazy, and/or hilarious ideas aren’t just self-indulgent drivel, but actually solve problems for brands.”

– Rebecca Ullman, Writer, 72&Sunny

“Learning how to write at Brandcenter is like breaking a bone. You’re happily skiing along when snap. Pain. Tears. Pointless self-questioning. See, Brandcenter uses writing ads to do something a lot bigger, harder and more painful to do – which is change the way you think. That way you can change the way everyone else around you thinks, too. It’s a painful process. But don’t worry. They’ll put you back together with duct tape or something. And you’ll be better than new.”

– Kris Kennedy, Writer, Onion Labs

FROM THE DIRECTOR

“Our master’s program uniquely prepares students for career success with the equivalent of 2 years experience in their field by the time they graduate.

One reason for our 97% placement rate.”

– Helayne Spivak, Director, VCU Brandcenter

WANT TO LEARN MORE?



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VCU Brandcenter

COPYWRITING

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

If you can write. If you can create ideas. If you can get your ideas across in sentences. If those sentences are bold & funny & burn. If you can marry words to pictures so that together they say something new that neither said on its own, the Copywriting track is where you should be.

CURRICULUM 2015*

SEMESTER

01

- / Business of Branding
- / Creative Thinking
- / Problem Solving
- / Visual Storytelling

SEMESTER

02

- / Brand Engagement
- / Concept Development
- / Craft

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
- / Creative Fusion
- / Portfolio Development
- / Experimentation

SEMESTER

04

- / Innovation
- / Persuasion
- / Advanced Portfolio

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

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 our industry. Copywriting graduates go on to roles as copywriters and creative directors on the agency side at agencies like Mother, Droga5, Barton F. Graf 9000, and 72&Sunny. We also have copywriting alums on the client side working within the in-house creative studio for brands like Zipcar, Anthropologie, New Balance, and Target.

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.

WHAT THE INDUSTRY SAYS

"If I were a young student aspiring to break into advertising, I would go out of my way to become part of the VCU alumni. There are many good creative schools out there, but only one that cocoons this creativity in the necessary strategic and business sensibilities."

– David Droga / Creative Chairman/ Droga5

"VCU churns out some of the freshest thinking of all the schools as far as I have seen. The thing that really impresses us is that the program is structured to replicate real world agency experience, and those kids come out knowing the realities of working in the ad business and can hit the ground running."

– John Butler/ ECD/ Butler, Shine, Stern & Partners

