VCU BRANDCENTER AT A GLANCE

OVERVIEW

The VCU Brandcenter is a two-year, full-time master's program for students interested in advertising/branding careers.

Gain a Master of Science degree in business and a portfolio of creative work.

BRANDCENTER’S MISSION

To create a training ground for the world’s best creative problem solvers.

FIVE TRACKS OF STUDY

Brandcenter students concentrate in one of the five tracks above. They study within their given track, as well as collaborate with all tracks on team projects that culminate in presentations to their faculty, peers, and real-world clients.

ART DIRECTION  COPYWRITING  STRATEGY  CREATIVE BRAND MANAGEMENT  EXPERIENCE DESIGN

STUDENTS

CLASS OF 2020 STATS

AD 24  CW 20  ST 20  CBM 18  XD 22

25% SELF-IDENTIFIED AS PEOPLE OF COLOR

39% HEARD ABOUT THE BRANDCENTER FROM AN ALUM OR CURRENT STUDENT. #BRANDFAM

YOU’VE SEEN OUR STATS, NOW GET TO KNOW OUR STUDENTS AT TALESFROMSIXTY.COM.

TUITION

TUITION RATES & UNIVERSITY FEES AS OF 2018/2019 ACADEMIC YEAR

In-state: $51,246 (two-year total tuition & fees)
Out-of-state: $52,566 (two-year total tuition & fees)
VCU Brandcenter students have access to financial aid and other funding programs. Approximately 75% of our students are financing their education with federal financial aid (FAFSA) and/or Graduate Plus Loans.

WE PARTNER WITH BRANDS TO HELP SOLVE THEIR MARKETING CHALLENGES. THEIR DONATIONS FUEL OUR SCHOLARSHIP FUND. HERE ARE JUST A FEW OF OUR PARTNERS.

WHERE ARE WE PARTNERED?

- Spotify
- Casper
- Google
- Hilton
- CARVANA

SCHOLARSHIPS

$107,120
AWARDED IN SCHOLARSHIPS IN 2018

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ALUMNI + JOBS

1600 ALUMS AND COUNTING

97% JOB PLACEMENT RATE WITHIN SIX MONTHS OF GRADUATION AT PLACES LIKE

AGENCIES
- Wieden + Kennedy
- droga5
- 72andSunny
- R/GA

BRANDS
- Facebook
- Google
- Apple
- Nike

CONSULTANCIES
- IDEO
- Sylvain Labs
- Ch.
- RedScout

OUR ALUMNI ARE ACTIVELY ENGAGED IN MENTORING AND RECRUITING OUR STUDENTS.

RICHMOND, VA

Richmond, VA, commonly referred to as RVA, is a historic city in the midst of a creative rebirth. It’s a destination for art lovers and foodies, and is home to a local music scene spanning all genres. Neighborhoods bustle with boutiques, restaurants, galleries, and museums.

In polling our current class, our students pay between $450-$1,000 per month in rent.

Our program is housed in one location: our award-winning building, Mike Hughes Hall, on VCU’s Monroe Park campus in downtown Richmond.

FIND US ON SOCIAL MEDIA:
- talesfromsixty.com / brandcenter.vcu.edu / 804.828.8384 / toll free 800.311.3341
- @VCU_Brandcenter