



 **Brandcenter**

Professional Development

May 2023 Open Enrollment Course Catalog



# Brandcenter

*For the last 25 years, the Brandcenter has been developing some of the brightest thinkers and creatives in the advertising and marketing industries through our full-time master's degree program. Now, we're excited to share the latest course catalog for our professional development program and invite curious minds of all levels to learn from the premier institution for creative problem solving.*

*The Brandcenter Professional Development program has been purposely designed to provide remote learning for working professionals looking to expand their knowledge. Led by accomplished Brandcenter alumni, faculty, and distinguished industry leaders in our extended network, our individual, open enrollment courses are developed to up-skill, re-skill, or cross-skill industry professionals in a convenient, virtual format.*

*We hope to release new courses every 60 to 90 days and offer a broad range of topics. Most courses will be between four and six modules, take place during the work day, and last approximately one hour.*

*Whether you've been thinking about your own professional development as an advertising or brand marketing professional or you are an L&D professional looking to reward, retain, or simply challenge your rising stars, we would love for you to join us.*

# DEGROWTH MARKETING: Building The Brands We All Want To Root For

Ivan Kayser, CEO / Redscout

# 1

## COURSE SCHEDULE

5 Weeks | Tuesdays, 2-3 p.m. ET  
May 2, May 9, May 16, May 23, June 6

## COURSE DESCRIPTION

This course is for conscious business leaders rightfully concerned about the compatibility of the consumer economy and urgency of the climate crisis. It is also for optimistic business builders who believe conscious consumers will root for the companies that offer innovative solutions and marry consumer value and purpose. We'll discuss emerging models (co-ops, 1-1 model, re-commerce, etc.) and case studies of businesses that have demonstrated how to build consumer preference and economic success with models that don't rely on unbridled consumption.

## THIS COURSE INCLUDES THE FOLLOWING FIVE MODULES

*And guest lecturers from  
companies like Bombas,  
Patagonia, and GoFundMe.*

- Making purpose your product
- Maximizing customer value post purchase
- Community building over customer acquisition
- Re-commerce and full-cycle of ownership
- Consumer-led supply change transformation



## ABOUT THE INSTRUCTOR

Ivan Kayser is currently the CEO of Redscout, a brand innovation consultancy based in New York City. A native of France, Ivan began his career at TBWA and then went on to work at agencies such as Hill & Knowlton, Code & Theory, and Siberia. He's been with Redscout for more than eight years and CEO since January 2019.

**Course Cost \$2,150**

# HOW MANY PRODUCERS DOES IT TAKE TO GET TO THE CENTER OF A TOOTSIE POP? A Primer on How Production Works in Advertising

*Temma Shoaf, Former Head of Production / Arts & Letters Creative Co.*

## COURSE DESCRIPTION

This course focuses on the art of production—a critical but, often misunderstood, part of the business of creativity.

In today's business world, expectations have never been higher.

We place a huge emphasis on the strategy behind a business, its brand and products, and the marketing of that strategy. We focus on developing world class, innovative ideas to support the strategy. But, we often forget that we need to bring those ideas to life.

This course will reinforce the thought that a good idea can become a great idea when it is produced with a very deliberate combination of intention and craft.

# 2

## COURSE SCHEDULE

5 Weeks | Thursdays, 2-3 p.m. ET

May 4, May 11, May 18, May 25, June 1

## THIS COURSE INCLUDES THE FOLLOWING FIVE MODULES

- *The DNA of a producer*
- *Hit me with the process*
- *Tried & true strategies of production*
- *The business side of things*
- *Developing a creative point of view*

## ABOUT THE INSTRUCTOR

A native of North Carolina and a self-professed cinephile, Temma Shoaf spent nearly 25 years producing some of the best advertising work in the world at Wieden + Kennedy New York. Throughout her career at W+K, she produced award-winning work for brands like McDonald's, Bud Light, Delta, ESPN, Jordan Brand, and Target. While at Arts & Letters Creative Co. as the Head of Production, she oversaw all of the company's production and its in-house production studio.

While placing an incredibly high value on the importance of the work, Temma's favorite part of being a producer is providing mentorship to those around her. She approaches each day believing that being a producer is one of the toughest jobs in the industry but it can also be the most rewarding.

**Course Cost \$2,150**



## BRAND & CULTURE, BRIDGING NEW DIVIDES

Rian Chandler-Dovis, Partner, Chief Product Officer / Brand Federation

# 3

### COURSE SCHEDULE

4 Weeks | Tuesdays, 4-5 p.m. ET  
May 2, May 9, May 16, May 23

### COURSE DESCRIPTION

It's no secret that our cultures—and our way of building them—need to shift. And yet, shifting can be easier said than done. The question remains: how can our company build and maintain a culture that retains and attracts top creative talent *and* creates and produces top creative work?

A recent study shows that 1 out of every 4 employees would rather lose their jobs than return to a physical work environment. And yet, in creative fields, our culture is often rooted in collaboration and the ideas generated when creative minds get together. Physically.

This course focuses on bringing marketing and HR functions together to breathe new life into increasingly distributed workplace cultures. Over the course of the 4 weeks, teams will develop an actionable Culture Plan.

THIS COURSE  
INCLUDES  
THE FOLLOWING  
FOUR MODULES

- *DISCOVER: A deep dive on frameworks and methodologies for uncovering insights.*
- *DISTILL: Learn how to synthesize extensive research into overarching insights that help align teams and clarify a path forward.*
- *DESIGN: Explore how to use insights to develop a succinct strategic blueprint.*
- *DELIVER: Present and receive feedback on your comprehensive culture plan.*

### ABOUT THE INSTRUCTOR

Rian Chandler-Dovis is Chief Product Officer and a Managing Partner at Brand Federation. She is an accomplished brand builder who relies on research-driven insights to shape winning strategies.

Rian has developed strategies for dozens of the world's best-known brands, including General Motors, American Express, Samsung, PepsiCo, Colgate, Macy's, MIT, World Wildlife Fund, and others. She is a fierce advocate for remote work and its power to strengthen organizations by enabling workers to live their best lives.

Rian resides with her family in Cabo San Lucas, at the southern tip of Mexico's Baja peninsula. She holds a bachelor's degree from James Madison University and a graduate degree from the VCU Brandcenter in the Creative Brand Management concentration.

**Course Cost \$2,050**





# THE NO BS COURSE ON MEDIA PLANNING

Todd Alchin, CSO & CMO / Noble People

## COURSE DESCRIPTION

In this course, we'll explore the theory and practice of media planning at a high level. It will include a modern understanding of how media works, inspirational examples of media thinking at its best, and practical advice on working with or around media practitioners. If you're looking for a crash course on ad tech or planning by numbers, run the other way.

# 4

## COURSE SCHEDULE

4 Weeks | Wednesdays, 2-3 p.m. ET

May 3, May 10, May 17, May 24

## THIS COURSE INCLUDES THE FOLLOWING FOUR MODULES

- *The big picture*
- *How to think creatively about media*
- *How to resolve the trade-offs in media*
- *How to integrate media*

## ABOUT THE INSTRUCTOR

Todd Alchin is both the Chief Strategy Officer and the Chief Marketing Officer for Noble People, an independent creative media agency founded upon the principles of honesty, boldness, and originality. Todd began his media strategy career in his native Australia and then moved to the US to work at Crispin Porter + Bogusky, which, at the time, was one of the best agencies in the world and awarded Agency of the Decade.

From there, he became a founding member of Noble People and has helped lead the agency to being named AdAge Small Media Agency of the Year three times, as well as recognition from Adweek, Campaign, Cannes, and the Effies.

**Course Cost \$2,050**



# MODERN BRANDS AND THE IMPORTANCE OF MOTION DESIGN

*Rick Plautz, Sr. Associate Motion Designer / Capital One*

# 5

## COURSE SCHEDULE

5 Weeks | Fridays, 2-3 p.m. ET

May 5, May 12, May 19, June 2, June 9

## COURSE DESCRIPTION

Motion design is not a passing trend. As more and more of our lives are spent online, digital experiences will get richer and more immersive. Animated content—opening film titles, educational animations, social media GIFs, etc.—has proven to increase engagement while informing and rewarding users. And, for brands, motion standards are becoming just as important as color, illustration, font, and logo standards.

Our five-module course will teach creatives at any level how to navigate Adobe After Effects. With a combination of video-capture tutorials and live office-hours-style virtual meetings, you can get over the "Intimidation Hump" and confidently use After Effects in your work.

## THIS COURSE INCLUDES THE FOLLOWING FIVE MODULES

- The graph editor
- Icon animations
- Logo reveals
- Instagram social media posts
- Motion guidelines for brands

## ABOUT THE INSTRUCTOR

A Brandcenter alum, Rick Plautz was unanimously voted "Most Likely to Use Cinema 4D for No Reason" by his peers while he was at the Brandcenter. He's been a voracious user of the Adobe Suite for more than 15 years and specializes in After Effects for 2D and Cinema 4D/Redshift for 3D motion design. Rick leveraged that expertise to become the first Motion Designer on Capital One's Brand Team and continues to mentor the next generation of Experience Designers as an adjunct professor at the Brandcenter.

**Course Cost \$2,150**



To register for our May 2023 Professional Development courses, visit our website at <https://brandcenter.vcu.edu/professional-development/>

Looking for custom programming for your employees?

We offer an individualized process to develop programming tailored to your organization's specific needs and professional development goals. If you're interested in exploring options for a custom program, please complete the interest form on our website.

If you have any questions, please email us at [bcx@vcu.edu](mailto:bcx@vcu.edu), and we'll be happy to help.

 **Brandcenter**

Professional Development

May 2023 Open Enrollment Course Catalog