



Take a class from the nation's number one grad program in creativity. No application required.

Fall 2026 VCU Brandcenter topics classes open to all VCU undergraduate + graduate students.

BRND 591-902 Topics in Branding: The Creative Practice

Taught by [Noah Scalin](#)

Wednesdays, 4 - 6:40 PM

In-Person @ VCU Brandcenter - 103 S. Jefferson St.

3 credits

Learn practices and developing habits to activate and strengthen the creative capacity that lies within everyone. This experiential learning class features hands-on activities and knowledge sharing from real-world experts from the realms of both art and business.



Noah Scalin is an artist, author, and activist who helps people unlock creativity. His work has been exhibited internationally, and he's the author of six books on creativity. Noah has worked with audiences ranging from incarcerated youth to Fortune 100 leaders and has served as artist-in-residence at the VCU School of Business and Old Dominion University. His work has earned major recognition, including the 2022 Artfields Grand Prize.

BRND: 591-901 Topics in Branding: Human Insights and Perspective

Taught by [Kayte Hamilton](#)

online, synchronous

Thursdays 4 -6:40 pm

3 credits

Interested in asking sharper questions that lead to smarter business decisions? This course will demystify marketing research for the next generation of marketers, strategists, and brand leaders. In this experiential class, students learn to ask powerful questions, evaluate research quality, and work effectively with data and insights, while discovering how creative and energizing research can be.



Kayte Hamilton is the founder of The Social Question, an award-winning social media research agency that helps brands tap into their social media audiences for data and strategic insights.

With 13+ years of marketing research experience spanning qualitative and quantitative methodologies, she has built a career bridging the gap between traditional market research practices and emerging social media platforms.

Discuss eligibility with your advisor and register through VCU eServices.