

BRANDCENTER

Brandcenter at VCU

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brandcenter.vcu.edu (<https://brandcenter.vcu.edu>)

The Brandcenter offers a two-year, full-time master's program for students interested in careers in marketing, advertising, branding, communications and innovation. Graduates earn a master's degree and build a robust portfolio of creative work.

Brandcenter students concentrate in one of five areas of study (sub-concentrations): art direction, copywriting, creative brand management, experience design and strategy. They study within their chosen concentration, as well as collaboratively across concentrations on team projects that culminate in presentations to faculty, peers and real-world clients.

The Brandcenter program is focused on preparing students for successful careers. During the summer between their first and second year, qualified Brandcenter students can take part in internship opportunities to gain experience and foster industry relationships. Throughout the program, students have the opportunity to network with professional mentors, guest speakers, alumni and recruiters from agencies and organizations around the country. Once students graduate, they become part of a tight-knit, far-reaching alumni network.

Mission

The Brandcenter inspires and develops the next generation of creative leaders to craft solutions, advance brands and bring new ventures to life.

Students who complete the requirements for the below will receive a Master of Science in Business.

- Business, Master of Science (M.S.) with a concentration in branding/art direction (<https://bulletin.vcu.edu/graduate/school-business/brandcenter/business-ms-branding-art-direction/>)
- Business, Master of Science (M.S.) with a concentration in branding/copywriting (<https://bulletin.vcu.edu/graduate/school-business/brandcenter/business-ms-branding-copywriting/>)
- Business, Master of Science (M.S.) with a concentration in branding/creative brand management (<https://bulletin.vcu.edu/graduate/school-business/brandcenter/business-ms-branding-creative-brand-management/>)
- Business, Master of Science (M.S.) with a concentration in branding/experience design (<https://bulletin.vcu.edu/graduate/school-business/brandcenter/business-ms-branding-experience-design/>)
- Business, Master of Science (M.S.) with a concentration in branding/strategy (<https://bulletin.vcu.edu/graduate/school-business/brandcenter/business-ms-branding-strategy/>)