

Are you an MBA student looking for an online elective this Spring?

BRND 620: Brand Design for Brand Managers

Thursdays 7:00 - 9:40 pm EST (virtual)

This course will build student understanding of the role of design in its various forms within the marketing mix. Focused on design theory, the course covers all aspects of design and platforms and how consumers perceive brand essence.

Taught by Brandcenter professor, Berwyn Hung, whose courses are driven by understanding where technology and society intersect. Before the Brandcenter, Berwyn was Director of Program Development at The Creative Circus, where he taught Design and Art Direction. His artwork and other pieces are in museum collections across the world, including The MoMA and The Met, the Boston Museum of Fine Arts, and the London V+A Museum, to name a few.

The course is open to all graduate students – check with your advisor to see if its approved as an elective for your degree.

And if you're an Evening MBA student in the School of Business, consider taking all three of these five Brandcenter courses to declare a concentration in Brand Leadership!

BRND 620: Brand Design for Brand Managers
BRND 639: Cultural Impact: Advanced Account Planning
BRND 638: Brand Engagement
BRND 651: Creative Thinking
BRND 677: The Business of Branding