BA 233 Branding Outcomes

This is a hands-on, skills oriented course. Upon completion of this course, students should be able to:

1. Conduct the necessary research to build a strong brand.
2. Develop a branding strategy and create a brand brief.
3. Design the identity of the brand using typography, color theory, sound and motion.
4. Describe how touch points reinforce the brand.
5. Create compelling content using both the written word and other media such as images, sound and video that works in varying touch points.
6. Develop strategies for increasing brand equity while growing and managing the brand over time.