

BRANDED ENTERTAINMENT (BREN)

BREN 470 Branded Entertainment Strategic Development (5 Credits)

In this first half of the two-series capstone courses, students work collaboratively to create strategic storytelling designs for an immersive, integrated experience for a branded entertainment project. Emphasis is on brand strategy, customer experience, market research, brand storytelling, content selection and the seamless blend of multiple media channels. Lectures and case studies encompass topics and practices necessary for the development and strategic planning of creative branded entertainment solutions.

Prerequisite(s): BREN 200.

Attributes: Business-focused elective; Studio Elective Requirement

BREN 490 Branded Entertainment Execution and Amplification (5 Credits)

Students apply design and production methodologies via project management techniques by constructing an immersive, integrated transmedia branded entertainment project. Emphasis will be in collaboration to execute the strategic storytelling designs created in the previous strategic development course. Lectures, case studies and guided production workshops encompass topics and practices necessary to deliver a final project pitch including a beta tested, vertical-slice prototype employing a seamless combination of multiple media channels and innovative technologies.

Prerequisite(s): BREN 470.

Attributes: Studio Elective Requirement