

Brand Communications Minor | Overview

About the Minor

The Brand Communications minor is offered by the Erwin Center for Brand Communications in partnership with the Department of Graphic Communications in the Wilbur O. and Ann Powers College of Business. This minor introduces students to brand-building principles through hands-on learning with professional brand partners through strategy, brand management skills and creative project application. Students have the option to explore avenues in strategic brand creation, advertising, digital communication, media management and creative concept application. The minor is multidimensional and collaborative and provides exposure to leading brands and industry practitioners. **Typically, the minor takes at least three semesters to complete with the expectation that 3-6 hours may be taken online in the summer beginning sophomore/junior year.**

Minor Content – 15 Hours Required

In order to complete the minor, students must complete the following:

Required Courses: (6 credit hours)

- **GC 3700: Survey of Brand Communications (3 hrs.)**
Recommended/offered during Summer Sessions
This course is a requirement for all students wishing to complete the minor and should be taken at the beginning of the minor process in order to get into additional classes. GC 3700 may be taken as a co-requisite course alongside any of the required supporting coursework, provided seating is available. Students should plan to take this course in the summer. Sophomore-level standing required.
- **GC 3760*: Brand Communications Capstone Seminar (3 hrs.)**
Students will utilize the tenets of effective brand communications strategies while building upon fundamentals from previous minor courses to build a final campaign that reflects their scholarly, creative, and professional areas of interest. *This course is taken at the end of the minor course sequence and is **restricted to senior-level students who have completed 12 hours of approved brand communications minor coursework.** There are some courses below that can be considered as substitutions for this course.*
*NSAC & Student Agency CI courses can be considered for substitution for GC 3760 (required Capstone)

Required Supporting Coursework: (9 credit hours)

Students can choose any three courses from the following list depending upon their interests:

Core Courses (in addition to 3700 and 3760) – typically at least three of these courses will be offered both summer sessions for students to complete the minor:

- **GC 3450:** Video Campaigns in the Digital Age (3 hrs.)
- **GC 3600:** UX and Web Design (3 hrs.)
- **GC 3610:** Client Relations Management (3 hrs.)
- **GC 3710:** Brand Creation and Communication (3 hrs.)
- **GC 3720:** Digital Experience & Content Planning (3 hrs.)
- **GC 3730:** Media Management in Brand Communication (3 hrs.)
- **GC 3740:** Brand Communications Strategy (3 hrs.)

Creative Inquiry and Other Topics Courses Available for Minor Credit (not offered every semester):

- **GC 4900:** Visual Design & Art Direction (3 hrs.)
- **COMM 3550:** Introduction to Public Relations (3 hrs.)
- **MKT 4290:** Public & Non-profit Marketing (3 hrs.)
- **GC 4990*:** CI Student Agency - Cadency (3 hrs.) | *requires instructor approval for participation*
- **MKT 3980*:** National Student Advertising Competition (1-3 credits)

*Courses can be considered for substitution for GC 3760 (required Capstone)

Sample Schedule: Brand Communications Minor

The following schedule is an example of how to complete the minor over three semesters (with summer included). Please note that electives may vary based on interest and scheduling accommodations*:

Summer I:

- **GC 3700:** Survey of Brand Communications and/or
- **GC 3730:** Media Management in Brand Communication and/or
- **GC 3740:** Brand Communications Strategy and/or
- **GC 3610:** Client Relations Management

Summer II:

- **GC 3720:** Digital Experience & Content Planning and/or
- **GC 3730:** Media Management in Brand Communication and/or
- **GC 3740:** Brand Communications Strategy and/or
- **GC 3610:** Client Relations Management

Fall:

- **GC 3740:** Brand Communications Strategy and/or
- **GC 3730:** Media Management in Brand Communication and/or
- **GC 3720:** Digital Experience & Content Planning

Spring:

- **GC 3760: Capstone Seminar** (must have completed 12 hours prior to enrollment)

Total Credits Required for Minor: 15 Credit Hours

*This is a sample schedule only. Other electives may be taken throughout Spring, Summer and Fall depending on when students begin the minor. Students should plan on at least three semesters to complete the minor with the expectation that one or two classes should be taken in the summer. See other elective options on page 1. Most electives along with GC 3700 will be offered during summer sessions to accommodate student needs. New minors who declare should plan to take GC 3700 in the summer, and one additional summer course throughout their time in the minor to accommodate schedule demands.

Erwin Center for Brand Communications Program & Course Descriptions are available online:

www.clemson.edu/ErwinCenter