FALL 2019 COURSES

INTRODUCTION TO BRAND COMMUNICATIONS & ADVERTISING

Course Number: GC3700-01
CRN: 89822
Instructor: Lisa Papenfus

BRAND STRATEGY TRACK
A track that combines skills in strategy, brand building and brand management. This track prepares students for entry level roles in Account Management, Brand Strategy, Digital Strategy, Social Media Management or Media Planning.

BRAND STRATEGY
Course Number: GC3740-01
CRN: 89931
Instructor: Roger Beasley

HOW TO CREATE A BIG BRAND
Course Number: GC3710-01
CRN: 89932
Instructor: Andy Mendelsohn

MEDIA PLANNING AND BUYING
Course Number: GC3730-01
CRN: 89930
Instructor: Katie Driggs

CREATIVE TRACK
For those who want to learn to tell great creative stories for brands through concepts, content and copy. This track introduces students to skills for roles in Graphic Design and Art Direction, Copywriting or Content Production.

CONCEPT & BRAND STORYTELLING
Course Number: GC4900-10
CRN: 89935
Instructor: Brian Connaughton

VISUAL DESIGN & ART DIRECTION
Course Number: GC4900-11
CRN: 90124
Instructor: Jesse Godfrey

MEDIA AND FILM
Course Number: GC4900-01
CRN: 83298
Instructor: Nik Conklin

BRAND CAPSTONE PROJECT
Course Number: GC3760-01
CRN: 89936
Instructor: Katie Hildebrand & Dave Paulus

ELECTIVES

DIGITAL EXPERIENCE & CONTENT STRATEGY
Course Number: GC3750-01
CRN: 89929
Instructor: Daryl Stevens

DIGITAL MEDIA DESIGN
Course Number: GC4900-03
CRN: 87727
Instructor: Jeff Kallin

SOCIAL STRATEGY
Course Number: GC4900-08
CRN: 89933
Instructor: Nigel Robertson

CLIENT & ACCOUNT MANAGEMENT
Course Number: GC4900-09
CRN: 89934
Instructor: Mark Land

NATIONAL STUDENT ADVERTISING COMPETITION
Course Number: MKT3980-01
CRN: 81067
Instructor: James Gaubert & Brian Connaughton

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