

Creative Strategy

Graduate Certificate in Creative Strategy

CERTIFICATE CODE - CG48

The Creative Strategy Certificate is offered exclusively online with no on-campus classroom attendance required.

The Creative Strategy certificate champions creative strategy and execution as our students engage in building strategic and relevant marketing campaigns. Emphasis is placed on creative thinking as it is applied to writing, discussion, conception and presentation. In writing, it plays a significant role in paraphrasing, fine-tuning ideas and avoiding plagiarism. In coursework and classroom discussion, creative thinking allows students to take risks and more fully express their ideas and opinions while building creative and insight driven marketing campaigns.

Students will be exposed to course work focused in advanced creative concepts, digital storytelling, visual information design and content creation.

The program is taught by a diverse faculty who are recognized leaders in their fields.

Program Format

The program's academic year consists of five accelerated terms corresponding to the University's existing parts of term: Early Fall (August–October), Late Fall (October–December), Early Spring (January–March), Late Spring (March–May) and Summer (May–July).

Certificate Requirements

Code	Title	Hours
Minimum cumulative GPA of 2.75 required.		
Minimum grade of C- required in all courses provided that a cumulative 2.75 GPA is maintained.		
IMC 525	Advanced Creative Concepts	3
IMC 534	Digital Storytelling	3
IMC 535	Visual Information Design	3
IMC 539	Content Marketing	3
Total Hours		12

Suggested Plan of Study

First Year

Fall	Hours	Spring	Hours
Early Fall Term		Early Spring Term	
IMC 534		3 IMC 525	3
Late Fall Term		Late Spring Term	
IMC 535		3 IMC 539	3
		6	6

Total credit hours: 12

Certificate Learning Outcomes

CREATIVE STRATEGY

1. Design marketing and communications branding to create a visual identification for an IMC brand strategy.
2. Explore branding in terms of mission, voice, color psychology and visual identity.
3. Convey and learn to express complex visual ideas and concepts.
4. Research, analyze and recommend appropriate media from a selection of print, digital and social media vehicles used by contemporary publishers for content delivery and brand marketing.
5. Conceive, develop and express complex visual ideas and concepts, translating them into a coherent visual identity that builds a brand and reinforces its marketing objectives.
6. Explore how the role of content is evolving in the modern marketing landscape and how to apply different types of content generation to new and traditional marketing channels.

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7. Create storyboards for content development and develop script writing techniques for production. Understand how color, layout, and typography can be used to create a compelling visual message and brand.
8. Apply professional creative direction and art direction techniques across print, digital and social media.