MPS BRANDING DEPARTMENT FACT SHEET

The Master of Professional Studies in Branding focuses on the intellectual link between design and business. Students examine the power of design thinking and learn how to combine creative skills with problem-solving and decision-making processes in order to take advantage of new market opportunities, and to deliver innovative, successful and sustainable project outcomes in the worlds of design, advertising, marketing and business.

The one-year, 36-credit curriculum addresses four distinct but related disciplines: cultural anthropology, behavioral psychology, business strategy and design. Students gain a broad understanding of diverse branding strategies, brand valuation, brand development life cycle and corporate-level discourse. Additional areas of study include brand theory, cultural and behavioral science and market research methodologies. Through a summer thesis project, students will develop and launch a real world brand, either with an existing organization or as a sole proprietor.

2011 – 2012 student population
23 matriculated students (inaugural class)

Department chair
Debbie Millman, partner and president at Sterling Brands

Faculty members
Sem Devillart, founding partner, Popular Operations; Dan Formosa, PhD, design research consultant and co-founder, Smart Design; Tom Guarriello, PhD, chief idea officer and principal, TrueTalk, Inc.; Scott Lerman, CEO, Lucid Brands; Virginia Postrel, author and columnist; Richard Shear, principal, The Shear Partnership

For further information, please visit our Web site at www.sva.edu.