

# FILM 361 : Brand Storytelling II

Builds on knowledge of brand storytelling fundamentals. Advanced writing assignments explore various media and genres. Emphasis on emotion, authenticity and personal connection to make brands stand out from the crowd. Students will also gain experience in professionally pitching and presenting their writing.

**Credits** 3

**Studio Hours** 6

**Lecture Hours** 0

**Prerequisite Courses**

FILM 260