

# FILM 460 : Topics in Branded Entertainment

Addresses current and evolving issues in branded entertainment. Topics allow students to conduct forward-thinking initiatives and explore areas such as new media, brand engagement, brand activation, brand extensions and innovations in communication. The content of the course is flexible and defined each fall. Typically, students engage in a variety of activities which could include research, strategy, concept development, script writing, film and video production to develop advanced, portfolio-worthy solutions.

**Credits** 3

**Studio Hours** 6

**Lecture Hours** 0

**Prerequisite Courses**

FILM 361