



MPS BRANDING DEPARTMENT FACT SHEET

The Master of Professional Studies in Branding focuses on the intellectual link between leadership and creativity. 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, commerce and creativity. 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.

The inaugural class starts in the fall of 2010.

Department chair

Debbie Millman, partner and president at Sterling Brands

Faculty members

Pamela De Cesare, executive vice president of design management, Sterling Brands; Sem Devillart, founding partner, Popular Operations; Dan Formosa, PhD, design research consultant and co-founder, Smart Design; Rob Giampietro, designer, writer, and former principal, Giampietro+Smith; Tom Guarriello, PhD, chief idea officer and principal, TrueTalk, Inc.; Scott Lerman, CEO, Lucid Brands; Joshua Liberson, founding principal, Helicopter; Virginia Postrel, author and columnist; Richard Shear, principal, The Shear Partnership; David Weisman, designer and founder, Brandscience.

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