This fall, we welcomed two new full-time professors.

From Kelly O'Keefe, Professor

As we approached our 20th year, we felt it was important to consider another evolution. We're grateful

As you may know, we've restructured a bit, and

for "Lessons of Love and Loss." The students could have listened to Tom's humble wisdom and advice all day

to pop up when we ask our students why they chose the VCU Brandcenter: Experience, Network, Professors,

Brandcenter apart. We hope to add more alums to this video in the future.

Brandcenter Faculty Develop New Purpose Statement

Hotline

Salary Survey. Our goal in compiling this information is

It will be difficult semester to top, but if our first speaker of Spring 2016 was any indication, we're off to a

In polling our most recent incoming class, we

Looking for a place to stay while in town for the Alumni Weekend? Check out our lodging partners:

In the event of a medical emergency, please call 911 and then call either of our adventure travel

If you change jobs, addresses, or phone numbers and need to update your contact information,

For more information, please contact your local alumni association.

Dear Alumni,

I had the pleasure of seeing a lot of you as we kicked off our 20th Anniversary during Advertising Week

alumni work (and Super Bowl spots)!

Adams, Chairman of the Brandcenter board, our alumni panelists Katherine Wintsch (ST, 2001), Charles

I'm excited to share with you the plans that have been in motion over the past couple of months.

Admissions Counselor Hawley Smyth

positive that three more off-site agency hosted info

Launching an SAAS product in her first year post-Brandcenter. She gave the students a confidence boost by

It takes to be successful in this intense program.

and Senior Admissions Counselor Hawley Smyth

interested in attending, more info can be found here.

In our most recent class, we discovered 40% heard about the VCU Brandcenter

It will be an incredible journey as we take the next steps in developing our purpose statement.

It was important to us that we develop a purpose statement that was simple, powerful, authentic to our

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