

Courses Specific to Ringling Film / Branded Entertainment

Year 2

Brand Strategy (BOAD 230)

Introduction to the value of a brand in the business environment and how to build, manage, assess and protect a brand. Specific areas covered include what a brand is, why it matters, how brands create value, how brands define their purpose, how brands use story, as well as the role of consumer research and consumer insight in strategic planning.

Brand Storytelling 1 (FILM 260)

Introduction to basic brand storytelling and scriptwriting skills and techniques. Practical writing assignments explore structure, character development, conflict, story arc, message-based writing and various screen media script formatting. The role of research and strategy is introduced while grammar and composition are reinforced.

Year 3

Branded Entertainment Project (FILM 360)

Write, produce, direct, and edit a branded entertainment project. Learn essential teamwork and collaboration skills necessary when working as part of a film production crew. Engage in critical analysis of course projects.

The Pitch (BOAD 370)

Skill development necessary to persuade when presenting work and ideas. Students will develop verbal, visual, and written pitch presentations of creative ideas to be delivered to key stakeholders. The course focuses on effective communication of concepts, storytelling, creative vision, scope of work, logistics, and budget.

Brand Storytelling 2

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.

Year 4

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.

Business of Branded Entertainment (FILM 465)

Introduction to business of branded entertainment and preparation for entry into the profession. Examines roles, responsibilities, and relationships of all players and constituencies within the industry. Guest speakers provide career insights. Topics include: portfolio/reel preparation, written communication, interviewing, industry structure, industry trends, employment opportunity development.