

ATM 255 : CREATING YOUR BRAND

This cross-disciplinary course provides an opportunity for each student, in any major or minor, to create, build and begin marketing the student's own brand based on models from the field. Building from the time-honored resume and into the Digital Age, students will establish personalized brands marketable for internships and post-secondary jobs in any professional, but especially those in the arts.
3.000

Required for Music Business and technology Certificate students or may be used as an elective in other programs.