

Assignment: Brand Voice

Students are to construct a brand voice for a social media account. A character, tone, language and purpose must be created. In addition, students are to complete the persona template. *This is an individual project.*

Deadline

Please refer to syllabus. NO LATE ASSIGNMENTS ALLOWED.

Late assignments will result in a zero grade.

Points

This assignment will account for 10% of your overall grade.

Scripture For Inspiration

“But the salvation of the righteous is from the LORD; He is their strength in time of trouble.” (Psalms 37:39).