



The Lee Kong Chian School of Business
Academic Year 2023/24
Term 2

COMM253 STORYTELLING FOR ORGANIZATIONS & BRANDS

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COURSE DESCRIPTION

Storytelling is a timeless skill. In the business world, storytelling is essential for helping organizations, brands, and leaders to connect with, persuade, and inspire their audiences. Drawing from diverse fields such as neuroscience and narrative psychology, this course will equip students with the concepts, frameworks, tools, and skills to become masterful storytellers. In addition, they will learn about creative effectiveness and how to harness Generative AI (e.g. ChatGPT) to create novel and compelling stories. Last, but not least, they will have the opportunity to apply what they have learnt to a real-time, real-world client project.

LEARNING OBJECTIVES

By the end of this course, students will be able to:

- Explain the science behind the power of story.
- Explain core storytelling concepts, principles, and frameworks.
- Create engaging, persuasive, and memorable stories for various audiences.
- Leverage the power of Generative AI to create novel and compelling stories.
- Understand and apply the principles of creative effectiveness.
- Apply their storytelling knowledge and skills to real-world projects.

PRE-REQUISITE/ CO-REQUISITE/ MUTUALLY EXCLUSIVE COURSE(S)

Please refer to the Course Catalogue on OASIS for the most updated list of pre-requisites / co-requisites for this particular course. Do note that if this course has a co-requisite, it means that the course has to be taken together with another course. Dropping one course during BOSS bidding would result in both courses being dropped at the same time.

ASSESSMENT METHODS

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|---------------------------|-----|
| 1. Group project: | 50% |
| 2. Individual assignment: | 35% |
| 3. Participation: | 15% |

INSTRUCTIONAL METHODS AND EXPECTATIONS

This course will be conducted using a combination of short lectures, in-class exercises, discussions, guest talks and a major project. Learning success requires students to be diligently prepared and to read all the assigned reading material before the respective class sessions.

Policy on Absences

Participation in seminars is vital. To derive maximum benefit from the seminars, you are reminded to be present for all sessions of COMM 253. The following policy for absences in relation to the final grade is a statement of the cooperative enterprise that both instructors and students will commit to:

- 4 or more (F grade)
- 2-3 absences (C+ grade or lower)

CONSULTATIONS AND TEACHING ASSISTANTS

Professor Chong is available for consultation upon request.

CLASS TIMINGS

TBD

RECOMMENDED TEXT AND READINGS

Please refer to lesson plans for more details.

UNIVERSITY POLICIES

Academic Integrity

All acts of academic dishonesty (including, but not limited to, plagiarism, cheating, fabrication, facilitation of acts of academic dishonesty by others, unauthorized possession of exam questions, or tampering with the academic work of other students) are serious offences.

All work (whether oral or written) submitted for purposes of assessment must be the student's own work. Penalties for violation of the policy range from zero marks for the component assessment to expulsion, depending on the nature of the offense.

When in doubt, students should consult the instructors of the course. Details on the SMU Code of Academic Integrity may be accessed at <https://oasis.smu.edu.sg/Pages/DOS-WKLSWC/UCSC.aspx>.

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Accessibility

SMU strives to make learning experiences accessible for all. If you anticipate or experience physical or academic barriers due to disability, please let me know immediately. You are also welcome to contact the university's disability services team if you have questions or concerns about academic provisions: DSS@smu.edu.sg. Please be aware that the accessible tables in our seminar room should remain available for students who require them.

Digital Readiness for Teaching and Learning (DRTL)

As part of emergency preparedness, instructors may conduct lessons online via the Zoom platform during the term, to prepare students for online learning. During an actual emergency, students will be notified to access the Zoom platform for their online lessons. The class schedule will mirror the current face-to-face class timetable unless otherwise stated.

WEEKLY LESSON PLANS

Week 1 Introduction to the Course
Foundations in Storytelling

Week 2 Group Project Briefing
The Brand Narrative

Week 3 AI-Powered Storytelling

Week 4 Principles of Creative Effectiveness

Week 5 Mini-Storytelling Showcase

Week 6 The Strategic Narrative

Raskin, A. (2017). The making of a great strategic narrative. Medium. Available at:
<https://medium.com/the-mission/the-making-of-a-great-sales-narrative-978938b3926>

Week 7 Group Project Consultations with Client

Week 8 Midterm Break

Week 9 Forum with Professional Storytellers (TBC)

Week 10 No Class

Week 11 No Class

Week 12 Group Project Presentation

Week 13 Mini-Storytelling Festival