



The Lee Kong Chian School of Business
Academic Year 2024/25
Term I

COMM253 STORYTELLING WITH AI

Instructor: Dr Mark Chong
 Title: Professor of Communication Management (Practice)
 Area Coordinator, Communication Management Group
 Email: markchong@smu.edu.sg
 Tel: +65-6828-0255
 Office: LKCSB #4084

COURSE DESCRIPTION

Storytelling is a timeless skill. But Generative AI is now making it possible for practitioners to more seamlessly bridge the gap between intention and action. In addition, it enables faster content creation at scale. This course will equip you with the knowledge and skills to work together with Generative AI to create compelling and impactful stories for organizations and brands to engage, persuade, and inspire audiences. In addition, you will have the opportunity to apply what you have learnt to a real-time, real-world client project.

LEARNING OBJECTIVES

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

- Explain core storytelling concepts, principles, and frameworks.
- Create engaging, persuasive, and inspiring stories for various audiences.
- Harness the power of Generative AI to create compelling and impactful stories.
- Apply the principles of creative effectiveness to their storytelling.
- 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: | 30% |
| 3. Participation: | 20% |

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://smu.sharepoint.com/sites/oasis/SitePages/DOS-WKLSWC/UCSC.aspx>.

Copyright Notice

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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	Foundations in Storytelling
Week 2	Dramatic Storytelling Persuasive Storytelling Readings: Khan Academy. <i>Story spine</i> . Available at: https://www.khanacademy.org/computing/pixar/storytelling/story-structure/v/video1a-fine
Week 3	AI-Enabled Storytelling Group Project Briefing Reading: Kissinger, H.A., Schmidt, E., & Huttenlocher, D. (2021, Nov 1). The challenge of being human in the age of AI. <i>The Wall Street Journal</i> . Available at: https://www.henrykissinger.com/articles/the-challenge-of-being-human-in-the-age-of-ai/
Week 4	Imagining Futures Through Speculative Fiction Reading: Forster, E.M. (1909). <i>The machine stops</i> . Penguin Books. Burnam-Fink, M. (2015). Creating narrative scenarios: Science fiction prototyping at Emerge. <i>Futures: The Journal of Policy, Planning and Futures Studies</i> , 70, 48–55. https://doi.org/10.1016/j.futures.2014.12.005
Week 5	AI Storytelling Workshop
Week 6	“Embodied” Storytelling
Week 7	No Class: Students Work on Group Project
Week 8	Midterm Break
Week 9	Project Consultation with Client
Week 10:	AI Film Festival
Week 11:	No Class: Students Work on Project
Week 12	No Class: Students Work on Project
Week 13	Group Project Presentations Course Evaluations