The Lee Kong Chian School of Business
Academic Year 2024/25
Term 2

COR-COMM2246 STORYTELLING WITH AI

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COURSE DESCRIPTION

Human beings have been telling stories for centuries. But now, Generative AI is making it possible for people to seamlessly bridge the gap between a story idea and its execution. This course will teach you how to combine the science of storytelling with Generative AI tools to create compelling and impactful stories for organizations and brands, so as 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 should be able to:

Disciplinary and Multidisciplinary Knowledge
- Articulate how the science of storytelling can be harnessed together with Generative AI to change attitudes, beliefs and behaviors.

Intellectual and Creative Skills
- Conceptualize and create narrative films/storyboards using the latest Generative AI tools.
- Demonstrate competence in using AI prompts to achieve desired outputs from Large Language Models and Diffusion Models.

Personal Mastery
- Develop empathy and perspective-taking through unearthing consumer narratives and insights.

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

1.	Group project:	30%
2.	Individual assignment:	30%
3.	Midterm exam:	20%
4.	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.

<u>Policy on Absences</u>
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:

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

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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.

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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 student accessibility support team if you have questions or concerns about academic provisions: accessibility@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   Film Storytelling
Group Project Briefing

Week 3   Deriving Narrative Insights
Individual Assignment Briefing

Week 4   GenAI and Storytelling

Readings:

Epstein, Z., Hertzmann, A., et al. (2023). Art and the science of generative AI. *Science*, 380(6650), p. 1110-1111.

Week 5   GenAI Prompting

Reading:

Phoenix, J., & Taylor, M. (2024). *Prompt engineering for Generative AI* (**chapter 1**). O'Reilly Media. Note: Accessible through the SMU library portal.

Week 6   The Strategic Narrative
Ethical Implications

Week 7   AI Story Development Workshop

Week 8   Midterm Break

Week 9   Project Consultation with Clients

Week 10:   Midterm Exam

Week 11:   No Class: Students Work on Project

Week 12   No Class: Students Work on Project

Week 13   Group Project Presentations
Course Evaluations