

CMN 324

Strategic Storytelling In Industry

1. Course Description

Stories are vibrant forms of expression that can engage others, promote values, encourage creativity, and inspire action. Students will learn the power and craft of storytelling as a professional communication strategy. Students will analyze basic concepts of narratology, examine case studies that illustrate a range of storytelling principles and practices, master a set of techniques for successful storytelling, and consider how new technologies suggest new ways of telling stories. **Lecture: 3 hours.**

Prerequisite: CMN 200 or CMN 279 *Note: This course is available only to Professional Communication and Creative Industries*

2. Course Objectives & Learning Outcomes

By the end of this course students should be able to

- Use analytical vocabulary related to narratology effectively
- Identify and assess the narrative and storytelling practices present in organizations
- Develop storytelling practices for specific organizations
- Develop their own storytelling abilities
- Understand and apply ethical principles for storytelling

3. Topics Covered

3.1 Narrative terminology related to

3.1.1 Difference between narrative and story

3.1.2 Plot structure

3.1.3 Character structure

- 3.1.4 Stylistic choices
- 3.1.5 Media platform choices
- 3.2 Personal storytelling
 - 3.2.1 Identity construction and management

3.3 Storytelling organizations

- 3.3.1 Political
- 3.3.2 For profit
- 3.3.3 Non profit
- 3.3.4 Healthcare

3.4 Role of storytelling in organizations

- 3.4.1 Branding
- 3.4.2 Marketing
- 3.4.3 Human relations
- 3.4.4 Social media management
- 3.4.5 Knowledge transfer and management

4. Course Management

4.1 Teaching Methods

Classes will consist of lectures, discussion, and workshops.

4.2 Evaluation Methods

Evaluation will be based on a minimum of three assignments with written components in addition to other assessments.

5. Course Materials

Readings and other materials will be posted in D2L.

6. Course Policies

6.1. University Policies

Students are required to adhere to all applicable university policies found in their Online course shell in D2L and the [Course Outline Policies](#).

6.2. Print and Digital Copying Guidelines:

Ryerson University complies with [Canada's Copyright Act](#) which protects both creators/owners and users of copyrighted materials. Students should familiarize themselves with [Ryerson's Copyright policies and procedures](#), and contact the Copyright and Scholarly Engagement Librarian at copyrt@ryerson.ca for questions, concerns and clarification of the copyright rules.

6.3. Turnitin.com

Turnitin.com is a plagiarism prevention and detection service to which Ryerson subscribes. It is a tool that helps instructors determine the similarity between student work and the work of other students who have submitted papers to the site (at any university), Internet sources, and a wide range of books, journals and other publications. While it does not contain all possible sources, it gives instructors some assurance that students' work is their own. No decisions are made by the service; it generates an "originality report," which instructors must evaluate to judge whether something is plagiarized.

Students agree by taking this course that their written work will be subject to submission for textual similarity review to Turnitin.com. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of comparing the similarity of such papers. Use of the Turnitin.com service is subject to the terms-of-use agreement posted on the Turnitin.com website. **Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with their instructor to make alternative arrangements.** Even when an instructor has not indicated that a plagiarism detection service will be used, or when a student has opted out of the plagiarism detection service, if the instructor has reason to suspect that an individual piece of work has been plagiarized, the instructor is permitted to submit that work in a non-identifying way to any plagiarism detection service.

6.4. Email Communication

Ryerson requires that any official or formal email communication from students be sent from their official Ryerson electronic accounts.

6.5. Video and Audio Recording

No video or audio recording is permitted in class without the express permission of the instructor.

7. Ryerson's Learning Management System

Ryerson University supports Brightspace by D2L as its official Learning Management System. University Policies governing Brightspace have been documented at the [Courses @ Ryerson Privacy and Security website](#).