

Room:

Hall, K. (2019). *Stories that stick*. New York: Harper Collins Leadership.
Jutkowitz, A. (2017). *The strategic storyteller: Content marketing in the age of the educated consumer*. Hoboken, N.J.: John Wiley & Sons.
Course readings available on Canvas or hyperlinks on the syllabus

This course introduces the theory, framework and practice of creating a strategic plan of action for purposeful storytelling and then applies those principles to developing a strategic

JMS 740: Strategic Communication & Storytelling

also have the option of doing a 7-page research paper on a strategic storytelling topic instead of the exam.

Write a one-page pitch fEMC 4o1EMC /Spa5C /Artifact BDC 30 0 Td1 o elli Write

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Attendance/Participation	50 points
Exam/Research Paper	100 points
Silver/Bronze Anvil Awards Analysis	50 points
Strategic Plan and Content:	100 points
1. Background Research & Target Audiences: (30)	
2. Situation Analysis & Problem Statement: (20)	
3. Key Messages & Message Strategy: (25)	
4. Tactics/Creative: (25)	
Story Pitches	25 points
Narrative Products (2 Stories):	150 points
Presentations	25 points

A	465-500	A	450-464	B+	435-449	B	415-434
B	400-414	C+	385-399	C	365-384	C	350-364
D+	335-349	D	315-334	D-	300-314	F	0-299

Monarth, H. (2014). The Irresistible Power of Storytelling as a Strategic Business Tool. Harvard Business Review. <https://hbr.org/2014/03/the-irresistible-power-of-storytelling-as-a-strategic-business-tool>

Dahlstrom, M. A story about stories in strategic communication. In A Dudo & L. Kahlor (eds.) *Strategic Communication*. London: Routledge.
Stories That Stick (STS) Intro: xi-xviii.

<https://hbr.org/2016/03/branding-in-the-age-of-social-media>

Texts: *STS*: Chapters 1; *Strat Storyteller* (SS): Chapter 1

Rapp, J. & Hoffjann, O. (2012). Understanding strategy in communication management. *Journal of Communication Management* 16 (2), 146-161.

Van Ruler, B. (2018). Communication theory: An underrated pillar on which strategic communication rests. *International Journal of Strategic Communication* 12, (4), 367-381.

Texts: *Strat Storyteller* Chapter 2; *STS* Part 2: Chapters 2-3

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Participation: Identify a client organization

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Kent, M.

Academic integrity is a legitimate concern for every member of the University community. We all share in

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The UNLV Disability Resource Center (Student Services Complex, SSC-A, Room 143,

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Librarians are available to consult with students on research needs, including developing research topics, finding information, and evaluating sources. To make an appointment with a

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The Academic Success Center (ASC), at the Claude I. Howard Building, provides tutoring, academic success coaching, and other academic assistance for all UNLV undergraduate students. For information regarding tutoring subjects,