

BRAND STORYTELLING CERTIFICATE

Program Description

The stronger your brand narrative – the story you tell about your brand via characters, settings, and themes – the more effective you can make all of your brand communications.

In this program, you will hone your storytelling strategies and gain the skills needed to build an engaging brand narrative for your personal or professional brand. You will explore the different elements that make up a brand narrative and the ways a story can evoke emotion to make it memorable. Just as important as the content of your story is the mode used to tell it. Accordingly, you will examine the benefits of different platforms, such as podcasts and video. You'll complete several hands-on projects to create storytelling media, including producing compelling interviews, while developing your audio and visual production skills. With your final products in hand, you will discover best practices to promote your work.

Key Takeaways

- Draft a brand narrative that promotes your personal or professional brand
- Design, record, and iterate your brand narrative
- Conduct, record, and edit a podcast audio interview that leverages your narrative
- Apply sound and video editing to produce a concise, engaging brand narrative video
- Strategically craft a press release to promote your brand narrative video

What You'll Earn

- Brand Storytelling Certificate from Cornell University's College of Agriculture and Life Sciences
- 40 Professional Development Hours (4 CEUs)

Who Should Enroll

- Marketers
- PR professionals
- Communications professionals
- Content creators
- Creative producers
- Journalists and media professionals
- Scriptwriters and filmmakers
- Authors

Total Investment

2 months to complete all courses

How To Enroll

For more information on how to enroll, please visit Brand Storytelling Certificate (<https://ecornell.cornell.edu/certificates/marketing/brand-storytelling/>).

Courses

Code	Title	Hours
eCornell CALS211	Principles of Digital Storytelling	0
eCornell CALS212	Developing a Brand Narrative	0
eCornell CALS213	Podcasting	0
eCornell CALS214	Producing a Brand Video	0