

STRATEGIC STORYTELLING CERTIFICATE

Program Description

Being a great storyteller allows you to engage with your audience in a meaningful way, building their trust as you communicate your message. In this certificate program, you will apply transmedia practices, or techniques that leverage various forms of media, to communicate your message to various stakeholder groups.

By using any variety of media formats — videos, ad buttons, posters, social media, presentations, websites, or even comic books and graphic novels — you will discover how to choose the appropriate media form to engage specific stakeholders and create a campaign that targets and engages them.

Using real-world examples, you'll break down different campaigns and explain how the elements work together to address your stakeholders. This certificate program will provide you with the opportunity to practice strategic storytelling through rapid prototyping using an innovative UX design frame, creation of information-based comics, and the design of TEDx-style and PechaKucha-based presentations using your own content. You will also analyze real-world advertising and information campaigns to assess which storytelling elements could be leveraged to make the communications more effective. By the end of the certificate program, you will be able to apply strategic frameworks to improve your storytelling ability and reach new audiences wherever your work takes you.

Key Takeaways

- Apply strategic storytelling methods to an existing communication campaign
- Develop a roadmap to tailor your content to different stakeholders and achieve the desired outcome
- Create a set of simple prototypes using rapid development for a variety of audiences
- Produce a transformative presentation that empowers your audience

What You'll Earn

- Strategic Storytelling Certificate from Cornell University's College of Arts and Science
- 50 Professional Development Hours (5 CEUs)

Who Should Enroll

- Marketers and brand managers
- Community-based educators
- Grant writers
- Communication leaders in fields such as healthcare, environment, and public policy
- Executives
- Communications consultants
- Individuals seeking to better communicate their ideas and build a professional identity

Total Investment

2.5 months to complete the program

How to Enroll

For more information and to enroll, please visit Strategic Storytelling Certificate

Courses

| Code | Title | Hours |
|-----------------|------------------------------------|-------|
| eCornell CAS521 | Storytelling Across Media | 0 |
| eCornell CAS522 | Engaging Specific Stakeholders | 0 |
| eCornell CAS523 | Campaign Design and Ideation | 0 |
| eCornell CAS524 | Meta Storytelling With Info Comics | 0 |
| eCornell CAS525 | Creating Awesome Presentations | 0 |