

SYLLABUS

STATE UNIVERSITY OF APPLIED SCIENCES IN WŁOCŁAWEK

Course: Storytelling for Marketing

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|--|---------|--|----------|------|--------------|--------------|--------------------|-----------------------|
| Faculty: | | New media and e-business | | | | | | |
| Speciality/specialization: | | E-business Media and social communication | | | | | | |
| Unit hosting the Faculty: | | New Media Department | | | | | | |
| Practical course profile | | | | | | | | |
| Course language: | | English | | | | | | |
| Course category: | | core | | | | | | |
| Learning cycle: | | 2023-2026 | | | | | | |
| Academic year: II 2024/2025 | | | | | Semester: IV | | | |
| Number of hours required to complete the course in full time-mode: | | | | | | | | |
| TOTAL | lecture | ACTIVE FORMS | | | | | | |
| | | classes | projects | labs | workshops | conservatory | seminar/proseminar | professional training |
| 15 | | | | | | 15 | | |
| Method of carrying out all active forms of classes: | | Classes are conducted: <ul style="list-style-type: none">in the didactic room. | | | | | | |
| Specification of introductory courses with prerequisites: | | Basic knowledge of English is required. | | | | | | |

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| Educational goal: | The aim of the course is to deepen students' individual interests related to the use of storytelling and marketing, as well as for class participants to gain ease and boldness in speaking English on topics related to their field of study. The class participants will be engaged in numerous discussions and tasks to prepare them for the challenges of content creation. | |
| Learning outcomes (course-related): K_U06 K_U07 K_U07 K_U12 K_K01 | Knowledge: – | |
| | Skills: Student: U1. expresses themselves accurately and coherently in English during discussions and debates on topics in the fields of social communication and media sciences and management and quality sciences, substantively arguing and formulating conclusions with reference to the watched film fragments and articles read, U2. participates in discussions conducted in English, speaking on the topic of storytelling in marketing, using appropriate terminology, U3. prepares creative media and promotional-advertising messages by using storytelling techniques, U4. spontaneously, fluently and comprehensibly speaks about selected marketing forms, considering the advantages and disadvantages of the solutions presented in them. | |
| | Social competences: K1. Student, on the basis of a critical self-assessment of his own competence, chooses the topic and scope of his presentation, demonstrates responsibility for his own development by engaging in group discussions. | |
| | Contents: | Reference to the learning outcomes |
| | 1. Storytelling: introduction. The power of a story. | U1, U2, U4, K1 |
| Full course description/ syllabus content: | 2. Effective storytelling: rules, cases and advantages. | U1, U2, U3, U4, K1 |
| | 3. Storytelling: key elements of a good story. | U1, U2, U3, U4, K1 |
| | 4. Customer as a hero. | U1, U2, U3, U4, K1 |

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| | 5. Storytelling. Useful techniques for content marketing. | U1, U2, U3, U4, K1 | |
| | 6. Storytelling, worldbuilding and gamification. | U1, U2, U4, K1 | |
| | 7. Storytelling in marketing: student projects. | U1, U2, U3, U4, K1 | |
| Methods of conducting classes: | Conversatory: discussion, text analysis with discussion, analysis of film fragments with discussion, group work, student speeches, simulation games. | | |
| Student workload/ECTS points FULL-TIME STUDIES: 1) included in the working hours: - lecture - active forms: 15 2) not included in the working hours: - exams | Forms of activity | Average number of hours to complete the activity | |
| | | W | AF |
| | Number of hours with the participation of an academic teacher | | 15 |
| | Number of hours without the participation of an academic teacher: | | 10 |
| | 1. Preparation for classes, including studying the recommended literature | | 5 |
| | 2. Processing of the results/preparation for the exam, tests, other | | 0 |
| | 3. Preparation of a report, presentation, discussion | | 5 |
| | Total | | 25 |
| | Total number of ECTS points for the method of classes | | 1 |
| Form and method of passing, assessment criteria or requirements. The accepted value for calculating the assessment | Methods of passing the course: • Passing with a grade. | | |
| | Forms of passing the course: Students earn points for: • active participation in class (including speaking in discussions, substantive contribution to group work), • preparing and presenting a group project and initiating discussion. In case of excess absences, points can be made up during individual consultations. | | |

| | <p>Basic criteria:</p> <p>Earning min. 50% of possible points to pass the course.</p> <hr/> <p>Value for calculating the assessment:</p> <table border="1"> <thead> <tr> <th>% of points</th><th>grade</th></tr> </thead> <tbody> <tr> <td>0% - 49%</td><td>- F</td></tr> <tr> <td>50% - 59%</td><td>- C</td></tr> <tr> <td>60% - 69%</td><td>- C+</td></tr> <tr> <td>70% - 79%</td><td>- B</td></tr> <tr> <td>80% - 89%</td><td>- B+</td></tr> <tr> <td>90% - 100%</td><td>- A</td></tr> </tbody> </table> | % of points | grade | 0% - 49% | - F | 50% - 59% | - C | 60% - 69% | - C+ | 70% - 79% | - B | 80% - 89% | - B+ | 90% - 100% | - A |
|---|--|-------------|-------|----------|-----|-----------|-----|-----------|------|-----------|-----|-----------|------|------------|-----|
| % of points | grade | | | | | | | | | | | | | | |
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| 80% - 89% | - B+ | | | | | | | | | | | | | | |
| 90% - 100% | - A | | | | | | | | | | | | | | |
| <p>Literature list:</p> | <p>Compulsory literature:</p> <ol style="list-style-type: none"> 1. Bella Lack, <i>Storytelling Will Save the Word</i>, 'Wired', https://www.wired.com/story/environment-climate-change-storytelling/ 2. Julia Pelly, <i>Want to raise critical thinker? Try telling stories</i>, 'National Geographic', https://www.nationalgeographic.com/family/article/want-to-raise-a-critical-thinker-try-telling-stories 3. Emily Reynolds, <i>How Storytelling Can Transform Your Career And Mistakes to Avoid</i>, https://www.forbes.com/sites/forbesbusinesscouncil/2023/07/10/how-storytelling-can-transform-your-career-and-mistakes-to-avoid/?sh=4d8ac10d7c99 4. Chad Brooks, <i>Your Customers Love a Good Story. Tell One</i>, https://www.businessnewsdaily.com/4318-good-story-sells-products.html 5. Matthew Woodget, <i>How stories can help you develop a winning business strategy</i>, GoNarrative, https://www.gonarrative.com/business-storytelling-blog/how-stories-can-help-you-develop-a-winning-business-strategy 6. Matthew Woodget, <i>3 good reasons to use storytelling in problem solving</i>, GoNarrative, https://www.gonarrative.com/business-storytelling-blog/3-good-reasons-to-use-storytelling-for-problem-solving <p>Supplementary literature:</p> <p>The lecturer can recommend articles on topics related to film and business from current issues of English-language online magazines and the "Business English" magazine available in the university library.</p> | | | | | | | | | | | | | | |
| <p>Names of person/persons who prepared the course description: Agnieszka Powierska, PhD</p> | | | | | | | | | | | | | | | |

