

# MKT163 : Storytelling for Marketing

The Storytelling for Marketing course introduces branding and examines the keys to creating a sustainable and effective brand utilizing digital storytelling concepts. Students will explore the mechanics of storytelling and identify how marketers and content developers convey themes through their writing. Techniques and methods for researching, reporting, messaging, and storytelling will be explored to help students learn how to best structure stories for their audiences via different delivery systems.

**Credits** 3