1.0 Course description

In an organizational setting, stories are vibrant forms of expression that can enhance personal and professional success as they engage others, promote values, encourage creativity, and inspire action. In this course, students will learn the power and the craft of storytelling as a professional communication strategy. Students will be introduced to basic concepts of narratology, examine case studies that illustrate a range of storytelling principles and practices, master a set of techniques for successful storytelling, and consider how new technologies suggest new ways of telling stories. **Lecture: 3 hours.**

*Prerequisite:* CMN 200 or CMN 279 and only available to Professional Communication and Creative Industries

2.0 Course Objectives/Learning Outcomes

By the end of this course students should be able to

- Use analytical vocabulary related to narratology effectively
- Identify and assess the narrative and storytelling practices present in organizations
- Develop storytelling practices for specific organizations
- Develop their own storytelling abilities
- Understand and apply ethical principles for storytelling

3.0 Topics Covered

3.1 Narrative terminology related to
   - 3.1.1 Difference between narrative and story
   - 3.1.2 Plot structure
   - 3.1.3 Character structure
   - 3.1.4 Stylistic choices
   - 3.1.5 Media platform choices

3.2 Personal storytelling
   - 3.2.1 Identity construction and management
3.3 Storytelling organizations  
   3.3.1 Political 
   3.3.2 For profit 
   3.3.3 Non profit 
   3.3.4 Healthcare 
3.4 Role of storytelling in organizations  
   3.4.1 Branding 
   3.4.2 Marketing 
   3.4.3 Human relations 
   3.4.4 Social media management 
   3.4.5 Knowledge transfer and management 

4.0 Course Management  

4.1 Teaching Methods  
   Classes will consist of lectures, discussion, and workshops. 

4.2 Evaluation  
   Evaluation will be based on three written assignments and one group assignment. 

5.0 Course Materials  

5.1 Textbook  

5.2 Online resources 

6.0 Course Policies  

6.1 Students must adhere to university policies; see http://www.ryerson.ca/senate/policies. The most relevant policies are the following: 

- Policy #46 Policy on Grading, Promotion, and Academic Standing ("GPA Policy") 
- Policy #60 Academic Integrity 
- Policy #61 Student Code of Non-Academic Conduct 
- Policy #134 Undergraduate Academic Consideration and Appeals 
- Policy #135 Examination Policy 
- Policy #145 Course Management Policy 
- Policy #150 Accommodation of Student Religious, Aboriginal and Spiritual Observance 
- Policy #157 Establishment and Use of Ryerson Student E-Mail Accounts For Official University Communication
Policy #159 Academic Accommodation of Students with Disabilities

6.2 Print and Digital Copying Guidelines

Ryerson University complies with Canada’s Copyright Act which protects both creators/owners and users of copyrighted materials. Students should familiarize themselves with Ryerson’s Copyright policies and procedures, and contact the Copyright and Scholarly Engagement Librarian at copyrt@ryerson.ca for questions, concerns and clarification of the copyright rules.

6.3 Turnitin.com

By taking this course, students agree that all required papers may be subject to submission for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the terms of use agreement posted on the Turnitin.com site. Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with the instructor to make alternative arrangements.

Please note the following from Policy 145 Course Management Policy:

4.3.1.2 Even when an instructor has not indicated that a plagiarism detection service will be used, or when a student has opted out of the plagiarism detection service, if an instructor has reason to suspect that an individual piece of work has been plagiarized, the instructor is permitted to submit that work in a non-identifying way to any plagiarism detection service.

6.4 Email Communication

Ryerson requires that any official or formal email communication from students be sent from their official Ryerson electronic accounts.

6.5 Video and Audio Recording

No video or audio recording is permitted in class without the express permission of the instructor.

7.0 Ryerson’s Learning Management System

Ryerson University supports Brightspace by D2L as its official Learning Management System. University Policies governing Brightspace have been documented at the Courses @ Ryerson Privacy and Security website.