

Storytelling In Marketing

Summer 2023

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Course Description

Storytelling in Marketing will focus on exploring the foundational building blocks of storytelling including the science behind it, the various types of storytelling and their value from audible to written content. We will examine the use of storytelling using both historical and current examples drawn from a wide variety of contexts. Using storytelling theory and actual real-world examples, students will develop a portfolio of applications to create hands-on, experiential communications. Within this framework, we will also explore business strategies and how storytelling can be applied in both internal and external business communications. Every effort has been made to design a course that appeals to all majors as I see storytelling skills, if not simply an appreciation for it, as a critical component across all areas of the business world.

Course Objectives

The course is made up of four themes/objectives. As our anchor, you will become familiar with the science behind storytelling. Second, you will gain knowledge of the various types of storytelling. In the age of social media from Instagram to Snapchat to even LinkedIn, it is critical to understand the types and uses of various types of storytelling to use in the marketing of your brand/service/product. Third, we will study the best practices and pitfalls of storytelling from the largest and smallest brands in the world. Studying who got it right, and wrong, and dissecting why. Throughout, we will use where we are – Italy – I will have you exploring local businesses as you live/eat/play here these four weeks to observe and learn how storytelling is being used, and/or how it could be used all around us.

Course Materials & Resources

This is a seminar-style, readings-based course. You will be responsible for numerous readings, as well as some assigned videos, as assigned in the course pack, and a final project. The reading list is carefully selected by the experts in the field, providing you with exceptional and current course materials.

Grading

You will be provided with a diverse set of ways in which to prove your knowledge of the material. My view of assessment is one which incorporates in-class exams and experiential assignments. You are expected to be an active and contributing member of the class, reading articles ahead of time, watching assigned videos ahead of time, and contributing to the conversation on a regular basis. As my students, you are expected to engage in an enthusiastic pursuit of knowledge. Attending class, arriving at class on time, contributing to the class discussion, using appropriate resources when classes are missed, and behaving in a respectful manner are all minimum expectations. Accordingly, you will not receive rewards for doing so. Rather, I reserve the right to lower your course grade by as much as one-letter grade if you do not behave in a professional manner. I will provide verbal notice of concern in advance of the grade reduction. A total of 500 points will be assessed and grades will be assigned using a standard 90-80-70-60% split. Plus/minus grades will not be assigned.

Class Schedule

TBD

Attendance Policy

Attendance at all classes and CIMBA sanctioned activities is MANDATORY. All unexcused absences will have the following consequences:

- a. 1st absence will result in a loss of a 1/3 of a letter grade in that class
- b. 2nd (cumulative) absence will result in a loss of an entire letter grade in that class
- c. 3rd (cumulative) absence will result in a dismissal from the program.

Absences due to illness require a note from the CIMBA Office Staff. If a student is sick and cannot attend class, he/she must inform the CIMBA Staff immediately. Failure to do so will result in an unexcused absence.

Grievance Policy

Student concerns regarding this course should first be discussed with me, the faculty member teaching this course. If we can't resolve the complaint, you may contact the CIMBA Director, Cristina Turchet (front office for appointments or phone +39 0423 932160 or turchet@cimba.it). The Director will review the details of the complaint and involve the Associate Dean of the Undergraduate Programs, as needed.

Academic Misconduct

Integrity is a reflection of your character and is critical for creating meaningful and lasting relationships. One part of integrity is abstaining from acts like cheating, so cheating on any assignment in this class will result in an appropriate consequence, usually a zero for the grade in question and, if that penalty does not reduce the grade, a penalty of a full letter grade reduction. In addition, all incidents of cheating will be reported to the appropriate academic offices, and the student may be placed on disciplinary probation, be suspended, or even permanently expelled, depending on the severity of the offense. If a student has been found in violation of this policy, they will first be notified directly. Then I will report to the appropriate program office.

Accommodating Students with Disabilities/Academic Accommodations

A student seeking academic accommodations such as a modification of seating, testing, timing, etc., should first register with their home institution's Student Disability Services, then contact the CIMBA Office to make further arrangements.

Fairness and Freedom of Expression

Every student is entitled to the same intellectual freedom I have. I will respect that freedom, and I am obliged to protect your freedom to learn, regardless of your religion, race, sex, sexual orientation, gender identity, or political views, or on your agreement or disagreement with my positions pertaining to matters of controversy within the discipline. I will do my best to provide you with a fair and impartial evaluation of your work, consistent with articulated standards for this course.

Sexual Harassment

Sexual harassment subverts the mission of the Program and threatens the well-being of students, faculty, and staff. All members of the CIMBA community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. If you feel that you are being or have been harassed or are not sure what constitutes sexual harassment, we encourage you to seek assistance from the CIMBA Director, Cristina Turchet at the front office or phone +39 0423 932160 or turchet@cimba.it.

Sustainability

The Program is committed to demonstrating sustainability practices within all facets of the institution. Student support is critical to our campus wide efforts to reduce waste by consuming as few natural resources as possible and purchasing recycled materials when feasible. Recycling and reuse of all materials is encouraged. Together, let us ensure a better world for us and future generations.

Mental Health

Students are encouraged to be mindful of their mental health and seek help if they are feeling overwhelmed and/or incapable of meeting course expectations. For assistance with the class, students are encouraged to talk to the faculty member. The CIMBA travel insurance will cover online counseling services. Please reach out to the CIMBA office for more details and support. After hours, we encourage you to call the emergency phone number at CIMBA if you are having a mental health emergency.

Recognitions

- Arkansas 250 – 2018, 2019, 2020, 2021, 2022
Arkansas Business' annual look at the people who are shaping the way we live, learn and do business in the state.
- AMP Power Women, 2022
- Arkansas Executive of the Year, Arkansas Business, 2021
- Arkansas Women to Watch, ABPG's Soiree, 2020
- Content Titan Podcast – 2020
<https://podcasts.apple.com/us/podcast/013-heather-nelson-titan-of-solar/id1511102439?i=1000480159194>
- Arkansas Business Op-ed - 2020
<https://www.arkansasbusiness.com/article/130121/the-financial-returns-of-net-metering-heather-nelson-commentary>
- Leadership Arkansas – Class XIV, 2019-2020
<https://www.arkansasstatechamber.com/partners-links/leadership-arkansas/leadership-arkansas-class-xiv/heather-ruth-nelson/>
- Walton College Entrepreneur of the Year – 2019
<https://news.uark.edu/articles/46299/three-alumni-to-be-honored-at-walton-college-awards-banquet>
- The Ghidotti Podcast, 2019
<https://www.stitcher.com/podcast/the-ghidotti-podcast/e/61993727>
- Entrepreneurs in Arkansas – 2018
- Video Series by Dean Matt Waller.
<https://sites.uark.edu/mwaller/>
- Seal Solar Press
<https://sealsolar.com/seal-press-little-rock-solar-energy/>

In Closing...

This will be the first course of its kind taught at CIMBA and my first experience teaching it at CIMBA so we will all be experiencing some FIRSTS this summer. I mandate and enforce high standards for professional behavior, my purpose in doing so is to provide an energetic, distraction-free, experience. I am committed to making this course as beneficial for you as possible and my top priority is to reward those students who are willing to work hard, behave professionally, and enthusiastically engage in the course. I loved putting this course together. I developed a similar course back during the pandemic and taught it with a COVID twist. It was extremely rewarding to me and the students who took it. Marketing is an amazing field. Storytelling is one part of it, but I believe a critical part. Storytelling doesn't simply help you become better at marketing your brand/service, but it also helps you become a better leader...human. I am looking forward to the opportunity to share with you the science behind storytelling, the types of storytelling, best practices, pitfalls, and to show you how to implement it in real life.