LIS 694 Organizational Storytelling - Crystal Boyce-Gudat
Primary Student Learning Outcome: SLO4 Technologies (Not core-eligible)
Prerequisites: None

Last ran: Summer 2020
Meeting days and location: Online (Asynchronous)

Course objectives:

- Learn various techniques for capturing and telling organizational stories
- Examine topics ranging from misinformation and exception to social media strategies
- Consider underlying issues such as promoting social justice while protecting privacy (policy and security concerns)
- Determine best practices for storytelling projects through engagement with course readings, asynchronous discussion, and the creation of a social media strategy for a nonprofit organization

Required texts:

- No textbooks

Required technology:

- Computer with a reliable internet-connection or mobile device with a high-speed connection, at least one up-to-date modern browser, and office productivity software
- Use of Slack
- Various mobile and/or media editing technologies (software and hardware) will be used throughout the course.
- Access to a smartphone or tablet and accompanying app store is highly recommended

Teaching methods:

- N/A

Research methods:

- N/A

Major assignments:

- Discussion leading
- Introductory video
- Social media self-audit
- Media projects (5 parts)
- Technology presentations
- Final project

ePortfolio-eligible assignment: Final project [Individual project]