Students will have the amazing opportunity to pitch their media strategy ideas for a company to the CEO of that company. Also, the class will hear from some of the biggest newsmakers in the Bay Area (creative students can pitch them an idea or two as well). Students who took this course previously have said it was one of the best opportunities in the Undergraduate School to hear from and interact with dynamic and diverse guest lecturers.

We will be working with all types of social media as well as traditional media to create effective media strategies. This class focuses heavily on presentations, and you will develop effective public speaking/presentation skills.

Media strategy can make or break a company. What is written in print, reported on TV or on-line can impact everything from a company's public image to its stock price. Without a comprehensive understanding of journalism and media, a company cannot fully succeed. Plus, students will learn how to leverage current events to extend their company's brands.

Taught by NBC Bay Area News Anchor Diane Dwyer, a 20 year veteran in TV journalism and a graduate of the Haas Undergraduate School of Business, this course will give students a unique insight into the world of media. Diane will share behind-the-scenes stories from her years at KTVU and NBC. Diane is also a media consultant working with some of the largest retailers and non-profits in the Bay Area.

This is an especially challenging time for traditional media, but it's also an opportunity to help shape the future of journalism by taking advantage of social media opportunities and understanding media's crucial role in business.