Media Consulting
Instructor: Diane Dwyer/NBC News Anchor
Fall 2011
Two Credits
Course Registration: UGBA 196

Students will develop media strategies for Bay Area companies and present those strategies directly to the CEO and/or VP of marketing at those companies. This is not a “theory” class; this is real. This class challenges students on all kinds of levels: creative thinking, team work, presentation skills, social media & traditional media strategies and real-time feedback (the company executives grade students on the presentations as well as the instructor).

Also, this 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. Plus, students will learn how to leverage current events to extend a company’s brand.

Taught by NBC Bay Area News Anchor Diane Dwyer (a 20 year veteran in TV journalism, 2-time Emmy Award winner and a graduate of the Haas Undergraduate School of Business), this course will give students a unique insight into the world of media. Diane is also a media consultant working with some of the largest retailers and non-profits in the Bay Area.

The class is graded 20% participation/attendance, 50% presentations, 30% final exam. This is a class for students who want to interact with the instructor and fellow students.