Media Consulting & Design Thinking
Instructor:
Diane Dwyer/NBC News Anchor
Fall 2014
Two Credits
UGBA 177

Students will develop media strategies based on design thinking for Bay Area companies and present those strategies directly to the CEO and/or VP of marketing at those companies. This is a "project" based class with 2 main group presentations/projects and one final exam. The projects are not case studies but rather real problems facing real companies now. Students should expect to dedicate a fair amount of time on the group projects in the classroom and as homework. This is not a “theory” class; this is real. This class challenges students on all kinds of levels: creative thinking, teamwork, presentation skills, social media & traditional media strategies and real-time feedback (the company executives grade students on the presentations as well as the instructor).

Students who took this course previously have said it was one of the best opportunities in the Haas Undergraduate School to hear from and interact with dynamic and diverse guest lecturers.

Here’s what students have said about this class in evaluations:
• “I really enjoyed this course probably the best I have taken at Haas.”
• “This is probably the most interesting class I’ve taken at Cal.”
• “This was one of the most fun classes I have taken at Cal. Lots of real world experience.”
• “Very useful class for anyone interested in marketing.”
• “I genuinely enjoyed coming to class because each week was a different topic that was relevant and interesting to my life. It was my favorite course I have ever taken at Cal.”
• “One of the best teachers I have had at Cal.”
• “Extremely worthwhile. The speakers and presentations prepare you for your career.”

We will first focus on “design thinking” and apply that strategy while working with all types of social media, traditional media and event planning 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.