Are you interested in the creative side of business?

Media & Communications Consulting
Instructor:
Diane Dwyer/NBC Bay Area
Fall 2015
Two Credits — UGBA 177

This class is all about using media to re-think and re-design marketing, communications and public relations. You will learn how to apply “design thinking” skills to develop innovative marketing strategies for non-profit and for-profit businesses and present those strategies directly to the CEO and/or VP of marketing at those businesses. 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. You 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 you 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).

Here’s what students have said about this class in evaluations:

- “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.”
- “This is probably the most interesting class I’ve had at Cal.”
- “This was one of the most fun classes at Cal. Lots of real world experience.”
- “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 social media, traditional media and event planning to create effective and innovative media strategies. This class focuses heavily on presentations, and you will also develop effective public speaking/presentation skills. Plus, you will learn how to leverage current events to extend a company’s brand.

Taught by broadcast journalist Diane Dwyer (a 20 year veteran in TV journalism at KTVU and NBC, 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 retailers, non-profits, start-ups and stealth-mode companies.

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