ESHIP 117 Course Outline as of Fall 2020

CATALOG INFORMATION

Dept and Nbr: ESHIP 117   Title: COMM. FOR START-UPS
Full Title: Communications for Start-Ups
Last Reviewed: 1/27/2020

Units			Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.50		Lecture Scheduled	1.50	17.5	Lecture Scheduled	26.25
Minimum	1.50		Lab Scheduled	0	6	Lab Scheduled	0
			Contact DHR	0		Contact DHR	0
			Contact Total	1.50		Contact Total	26.25
			Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 52.50   Total Student Learning Hours: 78.75

Title 5 Category: AA Degree Applicable
Grading: Grade Only
Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:
Formerly: BMG 103

Catalog Description:
Introduces students to a wide spectrum of communications. Investigates how to successfully communicate concepts and goals various stakeholders and influencers throughout the product life cycle.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100 or equivalent

Limits on Enrollment:

Schedule of Classes Information:
Description: Introduces students to a wide spectrum of communications. Investigates how to successfully communicate concepts and goals various stakeholders and influencers throughout the product life cycle. (Grade Only)
Prerequisites/Corequisites:
Recommended: Eligibility for ENGL 100 or ESL 100 or equivalent
Limits on Enrollment:

Transfer Credit:
Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	**Area**	Effective:	Inactive:
CSU GE:	**Transfer Area**	Effective:	Inactive:
IGETC:	**Transfer Area**	Effective:	Inactive:

CSU Transfer: Effective: Inactive:

UC Transfer: Effective: Inactive:

CID:

Certificate/Major Applicable:
Certificate Applicable Course

COURSE CONTENT

Student Learning Outcomes:
At the conclusion of this course, the student should be able to:
1. Compose and employ an 'elevator pitch'
2. Construct a 'brand story' with supportive narrative
3. Analyze and differentiate between various communication channels

Objectives:
At the conclusion of this course, the student should be able to:
1. Construct effective messaging to influence potential clients, investors, associates, and stakeholders
2. Prepare and demonstrate resonant themes that shape market attitudes and beliefs
3. Develop and express business objectives, features, and benefits through written, verbal, and physical communication techniques
4. Distinguish between the appropriate use of text, e-mail, voice, Skype, and in-person communication channels
5. Design a communications program using Public Relations (PR), social media, advertising, blogs, media advisories, presentations, white papers, magazines, and newsletters

Topics and Scope:

I. The Elevator Pitch
   A. Brevity, focus, and benefits
   B. Humor, grace, and memorability
   C. Perception, attitudes, beliefs
   D. Appropriate use of pitch
II. Brand Messaging
   A. Storytelling and inspiring
   B. Connecting with your audience
   C. Messaging and positioning
   D. Brand narrative: to drive curiosity, discovery, sensationalism, transformation

III. Linking to the Marketing Plan through Development, Growth, Maturity, and Decline Phases of Life Cycle
    A. Strategies & tactics
    B. Branding, themes, perceptions
    C. Content management
IV. Types of Marketing Communications
    A. Public Relations and media advisories
    B. Digital: Social Media, Blogs, Twitter, Search Engine Optimization (SEO)
    C. Presentations, and White Papers
    D. Advertising, Magazines, and Newsletters
V. Hierarchy of Communications
    A. Communication channels
    B. Body language and unspoken communications
VI. Audience-specific Communications - Stakeholders
    A. Government, regulatory, industry groups, investors
    B. Customers, end-users
    C. Channel partners
VII. Linguistics
    A. Buzz words, acronyms, clichés, technical terms, and jargon
    B. Tone, focus

Assignment:

1. Write 5 - 10 drafts of various elevator pitches
2. Write a brand story and narrative
3. Write one press release and one media advisory
4. In-class presentations (3 - 5)

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Elevator pitches, brand story and narrative	Writing 40 - 60%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Press release and media advisory	Problem solving 20 - 30%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

In-class presentations	Skill Demonstrations 20 - 30%

Exams: All forms of formal testing, other than skill performance exams.

None		Exams 0 - 0%

Other: Includes any assessment tools that do not logically fit into the above categories.

None		Other Category 0 - 0%

Representative Textbooks and Materials:
Branding Basics for Small Business. Ross, Maria. Norlight Press. 2012 (classic)