



Business, Management & Legal

NEW

Digital Storytelling & Multi-Platform Strategy Specialization

Augment your business, creative and technical understanding in digital content creation, social media and digital marketing, and AR/VR.

PROGRAM TAKEAWAYS

- Learn how to identify relevant content that stands out in the digital marketplace
- Gain an understanding of content creation techniques, production technologies and distribution platforms
- Develop skills to build a business model to monetize and grow audiences.

INSTRUCTORS

Instructors are highly experienced professionals working in TV, film, AR/VR and cross platform storytelling.

Core Courses

Digital Content Foundations:
An Overview of Storytelling
Across Platforms
MGMT X 838.1
Fall Quarter 2017

Digital Content Creation:
Tools and Technologies for
21st Century Storytelling
MGMT X 838.2
Winter Quarter 2018

Digital Content Monetization:
Distribution, Marketing &
Developing Audiences
MGMT X 838.3
Spring Quarter 2018

EARNING SPECIALIZATION

Complete all three Digital Storytelling and Multi-Platform Strategy courses to earn this specialization. This program is eligible for continuing education units (CEUs).

Further Information
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For more information visit:
<http://business.uclaextension.edu/digital-storytelling-multi-platform-strategy/>

PROGRAM OVERVIEW

The platforms emerging from the rapid desiloization of storytelling and technology will impact both the creative and business development process of content creation, promotion and distribution. Content creators, digital marketing and social media ambassadors and media executives who are looking to augment their creative, business and technical understanding in today's evolving media landscape will benefit from this program. Case studies, readings, screenings and guest speakers will support this unique exploration into the cutting edge of digital content. By the end of this specialization, students will have had the opportunity to workshop a creative and/or business proposal on a relevant topic of their choosing.

COURSE DESCRIPTIONS

Digital Content Foundations: An Overview of Storytelling Across Platforms

MGMT X 838.1
Fall Quarter 2017

This foundational course seeks to demystify the myriad new ways that audiences are consuming and interacting with content. Across social media, SVOD and even AR/VR, we will explore how new platforms stimulate new business models as well as new consumer behaviors. What makes a show "binge-worthy?" is one such question we'll explore as we identify companies and content creators who are contributing to this shifting landscape. Additional topics will include fandom, franchises, and the portability of content across mediums. By tracking the evolution of today's media landscape, we will touch on trends that speak to hypotheses about future storytelling delivery. This broad overview will provide students with new industry insights to inform their own content creation.

Digital Content Creation: Tools and Techniques for 21st Century Storytelling

MGMT X 838.2
Winter Quarter 2018

Today's entertainment industry presents a rich world of opportunities, but also a new set of challenges. It is now equally as important to understand content creation techniques, production technologies and distribution platforms as it is to understand how to weave a compelling narrative. Whether you are a writer, producer, marketer or executive, you must be able to understand the 'how' as well as the 'why' and the 'what'. This course will provide a broad overview of the current entertainment landscape and where it's headed as well as an in-depth look at the specific tools, companies and technologies shaping today's great content. Through discussion, demos, and guest speakers, we will cover AR/VR, digital video platforms, mobile, social media, multi-platform storytelling and more.

Digital Content Monetization: Distribution, Marketing and Developing Audiences

MGMT X 838.3
Spring Quarter 2018

In this course we'll explore new models of marketing, distribution and monetizing digital content to ensure it is seen and provides a return on investment. By analyzing entertainment success stories in new media content production, digital brand marketing, social media marketing and crowdfunding, students learn methods and business models to know, find and build audiences around digital content. We'll also explore VR content and unlock the distribution and monetization opportunities for this new storytelling tool. Students will walk away with knowledge of various digital distribution strategies, digital marketing strategies and innovative ways to produce and monetize content in this digital age.