Communicating for Impact
Course Syllabus
April 2025

March 26 – April 2 : Introduction & Foundations of Knowing Your Audience

Format	Learning Objectives	Assignments
Self-paced learning	• Understand the flow of the course • Define your target audience • Identify audience characteristics to consider • Use two tools for knowing your audience	• Fill in your learner profile • Watch brief Welcome & Goals videos • Watch 16-minute Audience video • Pick a piece of research to focus on

April 2, 2-3:30 pm ET: Knowing Your Audience

Format	Learning Objectives	Assignments
Live 90-minute Call	• Meet course faculty and fellow students • Q&A session with experts • Workshop an Audience Influencer Map • Meet members of common target audiences	• Complete Audience Influencer Map • Complete Target Audience Profile

April 2-9: Foundations of Effective Messaging

Format	Learning Objectives	Assignments
Self-paced learning	• Learn about the importance of framing • Identify best practices for message structure • Use storytelling to increase understanding	• Watch a 20-minute video on Effective Messaging

April 9, 2-3:30 pm ET: Effective Messaging

Format	Learning Objectives	Assignments
Live 90-minute Call	• Q&A session with experts • Workshop your elevator pitch with experts and peers • Learn how to define your ask	• Finish Elevator Pitch

April 9-16: Foundations of Reaching Your Audience

Format	Learning Objectives	Assignments
Self-paced learning	• Identify channel characteristics to consider • Understand best practices for various channels such as social media • Brainstorm materials to reinforce your message	• Watch a 20-minute video on Reaching Your Audience • Translate Your Elevator Pitch

April 16, 2-3:30 pm ET: Reaching Your Audience

Format	Learning Objectives	Assignments
Live 90-minute Call	• Q&A session with experts • Practice translating your elevator pitch for different channels • Identify best practices in data visualization • Reflect on learnings and plan for next steps	• Fill out Collateral Planning Table