

Communicating for Impact
 Course Syllabus
 May 2024

April 24 - May 1: Introduction & Foundations of Knowing Your Audience

Format	Learning Objectives	Assignments
Self-paced learning	<ul style="list-style-type: none"> Understand the flow of the course Define your target audience Identify audience characteristics to consider Use two tools for knowing your audience 	<ul style="list-style-type: none"> Fill in your learner profile Watch brief Welcome & Goals videos Watch 16-minute Audience video Pick a piece of research to focus on

May 1, 2-3:30 pm ET: Knowing Your Audience

Format	Learning Objectives	Assignments
Live 90-minute Call	<ul style="list-style-type: none"> Meet course faculty and fellow students Q&A session with experts Workshop an Audience Influencer Map Meet members of common target audiences 	<ul style="list-style-type: none"> Complete Audience Influencer Map Complete Target Audience Profile

May 1-8: Foundations of Effective Messaging

Format	Learning Objectives	Assignments
Self-paced learning	<ul style="list-style-type: none"> Learn about the importance of framing Identify best practices for message structure Use storytelling to increase understanding 	<ul style="list-style-type: none"> Watch a 20-minute video on Effective Messaging

May 8, 2-3:30 pm ET: Effective Messaging

Format	Learning Objectives	Assignments
Live 90-minute Call	<ul style="list-style-type: none"> Q&A session with experts Workshop your elevator pitch with experts and peers Learn how to define your ask 	<ul style="list-style-type: none"> Finish Elevator Pitch

May 8-15: Foundations of Reaching Your Audience

Format	Learning Objectives	Assignments
Self-paced learning	<ul style="list-style-type: none"> Identify channel characteristics to consider Understand best practices for various channels such as social media Brainstorm materials to reinforce your message 	<ul style="list-style-type: none"> Watch a 20-minute video on Reaching Your Audience Translate Your Elevator Pitch

May 15, 2-3:30 pm ET: Reaching Your Audience

Format	Learning Objectives	Assignments
Live 90-minute Call	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Fill out Collateral Planning Table