

**Communicating for Impact**

Course Syllabus

September 2022

September 7-13: 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 6-minute Welcome video• Watch 16-minute Audience video• Pick a piece of research to focus on

September 14, 2-3:30 pm ET: Knowing Your Audience

Format	Learning Objectives	Assignments
Live 90-minute Call	<ul style="list-style-type: none">• Demonstrate understanding of key audience characteristics• Classify influencers in mapping exercise• Generate a Target Audience Profile with members of common target audiences	<ul style="list-style-type: none">• Complete Audience Influencer Map• Complete Target Audience Profile

September 15-20: Foundations of Effective Messaging

Format	Learning Objectives	Assignments
Self-paced learning	<ul style="list-style-type: none">• Understand 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

September 21, 2-3:30 pm ET: Effective Messaging

Format	Learning Objectives	Assignments
Live 90-minute Call	<ul style="list-style-type: none">• Demonstrate understanding of messaging best practices• Analyze elevator pitches with experts and peers• Construct your ask	<ul style="list-style-type: none">• Finish Elevator Pitch

September 22-27: 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• Define the best materials to reinforce your message	<ul style="list-style-type: none">• Watch a 20-minute video on Reaching Your Audience• Translate Your Elevator Pitch

September 28, 2-3:30 pm ET: Reaching Your Audience

Format	Learning Objectives	Assignments
Live 90-minute Call	<ul style="list-style-type: none">• Demonstrate understanding of channels• Analyze effective visual communication• Evaluate data visualization examples• Reflect on learnings and plan for next steps	<ul style="list-style-type: none">• Fill out Collateral Planning Table

Registration closes August 31, 2022, and space is limited. Learn more [here](#).