

Let me tell you a story....

Enhancing course pedagogy through
social media Storytelling clips



Prof. Sunil Hazari

Department of Marketing
Richards College of Business

shazari@westga.edu

<http://www.sunilhazari.com/education>

Agenda

- Stories as an Instructional strategy
- Storytelling components
- Review of Literature
- How to...? (Technology)



What is a story?

A story is a description, either true or imagined, of a connected series of events

(Source: Cambridge Dictionary)

- Purpose of story telling is to connect at an **emotional** level



Case Studies vs. Stories

Case Studies

- Long
- Analyze business situations
- Emphasis on theories, problem-solving, and analysis
- Focus on data & statistics

Stories

- Short
- Communicate information
- Emphasis on **emotional** impact and lessons learned
- Focus on human experiences



Review of Literature

- In business education, storytelling can be used to inspire and motivate students, as well as to teach them valuable lessons about the challenges, risks, and rewards of starting and running a business (Barton et al., 2021).
- Storytelling engages students' emotions, captures their imagination, and creates a personal connection to the content, which can lead to deeper learning and better retention (Abrahamson, 2020).
- Storytelling has the power to make abstract concepts tangible and relatable to students' lived experiences. By embedding information within a narrative structure, storytelling can facilitate the construction of mental models and deepen conceptual understanding (Woodside, 2023).
- With brain scanning, scientists were able to see the audience have real strong emotional responses that coincided with the story being told. They would not just empathize with the characters, but sympathize with them (Gottschall, 2012)



Sample 1 – Advertising Course

- MKTG 3809
- Source: Instagram
- Time: 57 sec.



Marketing Stories



- **Origin story:** How a company was founded
- **Customer Success stories:** Testimonials
- **Behind the scenes:** Team members, production etc.
- **Product Development:** Concept, Design, Market
- **Brand Evolution:** Rebranding, logo, messaging
- **Founder's journey:** Motivation, challenges, lessons
- **Community Impact:** Social change
- **Future vision:** Hope, innovation, positive change



Sample 2

- MKTG 4818
- Topic: Copyright
- Source: TikTok
- Time: 60 sec.



Technology

How to....?

1. Use **#storytime** hashtags on YouTube, Instagram, TIKTOK

2. Upload to :

✓ CourseDen

✓ YuJa

✓ Google Drive/OneNote/Dropbox



3. Link from CourseDen
Announcement/Content/Discussion



Sample 3: AI & Storytelling

- MKTG3808
- Topic: Statistics
- Problem: eCommerce
- Tool: Veed.io
- Time: 50 seconds

The screenshot shows a chat interface with a white background. At the top, a user with a grey circular profile icon containing 'SA' and the name 'You' sends a message: 'Let's create a video!'. Below this, an AI assistant with a green circular profile icon containing 'VEED' and the name 'Video GPT by VEED' responds: 'That sounds like a great idea! To help me understand your vision better, could you answer a few questions about your video?'. The assistant lists four bullet points: 'What is the primary message or goal of the video?', 'Who is the target audience for this video?', 'What tone or mood are you aiming to achieve?', and 'How long would you like your video to be?'. Below the list, the assistant says: 'This information will help me guide you through creating the perfect script for your video!'. At the bottom, a text input field contains the user's response: 'I would like to do a story telling video on how statistics helped solve a problem for an ecommerce company. The target audience is students. The mood is uplifting so students will retain information. Video should be less than 1 minute please.' To the left of the input field is a circular icon with a paperclip, and to the right is a circular icon with an upward-pointing arrow.

You
Let's create a video!

Video GPT by VEED
That sounds like a great idea! To help me understand your vision better, could you answer a few questions about your video?

- What is the primary message or goal of the video?
- Who is the target audience for this video?
- What tone or mood are you aiming to achieve?
- How long would you like your video to be?

This information will help me guide you through creating the perfect script for your video!

I would like to do a story telling video on how statistics helped solve a problem for an ecommerce company. The target audience is students. The mood is uplifting so students will retain information. Video should be less than 1 minute please.





Video GPT by VEED

That sounds like an interesting and informative topic! Let's flesh out a few more details to make your storytelling video engaging:

1. Could you tell me more about the specific problem that the ecommerce company faced and how statistics helped solve it?
2. Are there any key statistics or data points that you'd like to highlight in the video?
3. Would you prefer a text-to-speech voiceover, or would you like to select an avatar to narrate the video?

This will help me craft a detailed and focused script for your video!

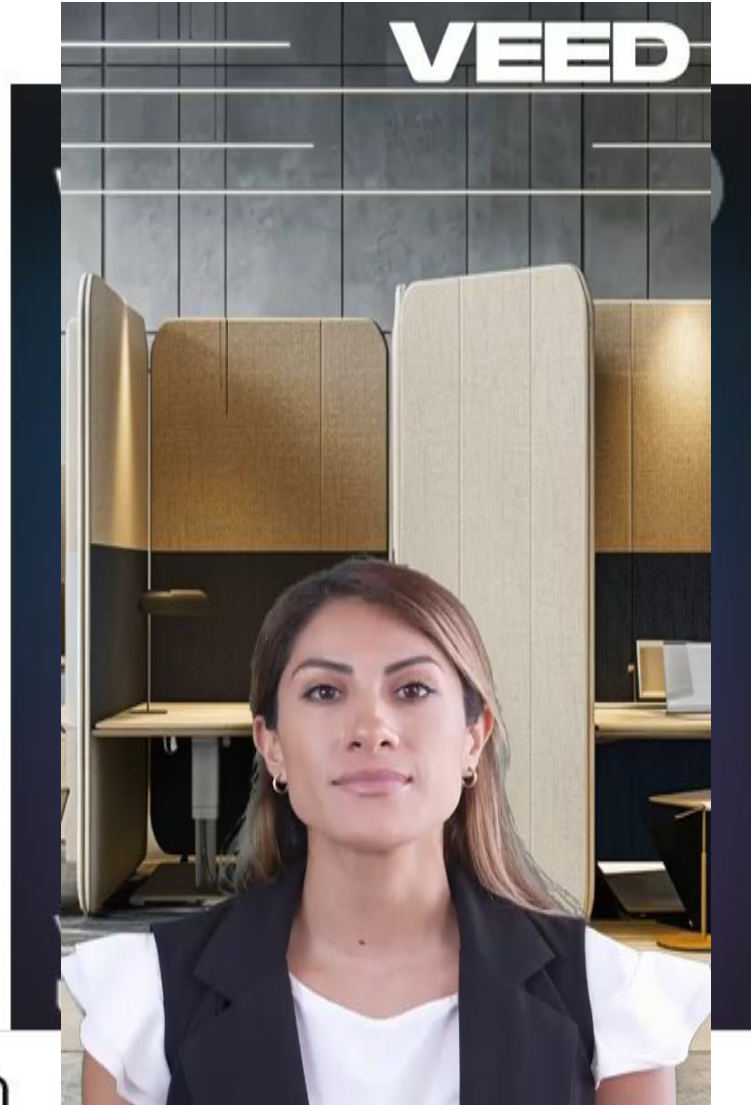


The ecommerce company wants to improve its product recommendation system to increase sales conversion rates. Please select female avatar to narrate the video.



Your video project was generated successfully!

[Click here to view and edit your video](#)



Key Takeaways



Define Purpose or Objective
(icebreaker, content reinforcement etc.)



Select/Develop
Storytelling
Clip(s)



Implement &
Seek feedback



What's your story?

Questions...



Prof. Sunil Hazari

shazari@westga.edu

<http://www.sunilhazari.com/education>

