Teach Students to Communicate a Brand Story
With Transmedia Storytelling.

John J. Cronin, Ph.D.
Western Connecticut State University
Danbury, CT 06810
croninj@wcsu.edu
Abstract

Transmedia storytelling is a new communication strategy that has been gradually appearing in business and nonprofit organizations since 2010 in the continuing evolution of integrated marketing communication. This paper suggests it is time to include transmedia storytelling in the curriculum. After a brief survey of integrated marketing communication, storytelling and the concept of the brand story, the paper elaborates on transmedia storytelling and proposes a definition of marketing transmedia storytelling. The second half of the paper presents the author's experience using transmedia storytelling as a comprehensive project in his Integrated Marketing Communication course.