

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

STCO 562

USING EMERGING TRENDS IN STRATEGIC COMMUNICATION

COURSE DESCRIPTION

Developing the ability to grow organizations through online market-making and strategy. Hands-on experience with radical new digital and interactive tools for achieving relationships and spreading ideas.

RATIONALE

Organizations value individuals who add value to the enterprise. This course develops the ability of the student to contribute to and grow the digital marketing abilities of the organizations he/she joins. This course focuses on the use of social, interactive, and digital media to strategically pursue market opportunities.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Microsoft Office

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Formulate an applied working knowledge of building an online brand through conversational content and promotional marketing.
- B. Examine the dynamics of social and interactive media in shaping and guiding the digital interactive strategies of an organization.
- C. Apply user generated content strategy to socially connect with the affiliates of an organization.
- D. Explain the advantages of a Christian worldview in a digitally, conversationally-connected world.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Lecture presentations

- B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

- C. Discussion Board Forums (2)

Discussion boards are collaborative learning experiences. Therefore, the student is required to create a thread in response to the provided prompt for each forum. Each thread must be at least 400 words, demonstrate course-related knowledge, and contain at least 2 net resources. In addition to the thread, the student is required to reply to 2 other classmates' threads. Each reply must be at least 250 words. Threads will be evaluated on succinctness, how thorough the in-cited research is, and the presence of a considered conclusion. Replies will be evaluated on the basis of topical insight, constructive critique, and further suggestions for a successful application.

- D. Journal Assignments (4)

The student will write a journal entry of at least 2 pages in current APA format that focuses on that module/week's topic. Evaluation will center on the degree to which the entry is succinct and demonstrates a full understanding of the topic as well as the potential for successful applications.

- E. Research Paper: Topic Submission

The student will submit a short summary of his/her chosen research topic for instructor approval. The summary must be at least 250 words, and the student must provide at least 1 net resource to support his/her chosen topic.

- F. Journal Assignment: Research Feedback

This journal assignment is designed to be a progress check for the student as he/she begins working on his/her Research Paper. This assignment must be at least 2 pages and must be in current APA format.

G. Research Paper: Final Submission

The student will write a research-based paper consisting of at least 10 pages in current APA format that focuses on a topic of the student's choosing that encompasses web strategies for growth. The paper must include at least 10 net references with full URLs and at least 3 scriptural references. Evaluation will center on the degree to which the research/application demonstrates a full understanding of the topic as well as a successful application to the chosen organization.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist	10
Discussion Board Forums (2 at 70 pts ea)	140
Journal Assignments (4 at 120 pts ea)	480
Research Paper: Topic Submission	20
Journal Assignment: Research Feedback	60
Research Paper: Final Submission	300
Total	1010

B. Scale

A = 940–1010 A- = 920–939 B+ = 900–919 B = 860–899 B- = 840–859
 C+ = 820–839 C = 780–819 C- = 760–779 D+ = 740–759 D = 700–739
 D- = 680–699 F = 0–679

C. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

STCO 562

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	1 presentation 1 website	Course Requirements Checklist Class Introductions DB Forum 1	10 0 70
2	1 presentation 1 website	Journal Assignment 1	120
3	1 presentation 1 website	Journal Assignment 2	120
4	1 presentation 1 website	DB Forum 2	120
5	1 presentation 1 website	Journal Assignment 3 Research Paper: Topic Submission	120 20
6	1 presentation 1 website	Journal Assignment: Research Feedback	60
7	1 presentation	Journal Assignment 4	70
8	1 presentation	Research Paper: Final Submission	300
TOTAL			1010

DB = Discussion Board

NOTE: Each course module/week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.