

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 639

TRANSMEDIA STORYTELLING

COURSE DESCRIPTION

Principles and practice to strategically manage digital interactive and Transmedia organizations.

RATIONALE

This course will examine the emerging field of thought known as “transmedia” and apply these ideas to current media organizations, including—but not limited to—entertainment conglomerates and Christian media ministries.

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 required)
- C. Microsoft Word
(Microsoft Office is available at a special discount to Liberty University students.)

IV. MEASURABLE LEARNING OUTCOMES

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

- A. Understand the current economic and management state of the media industry.
- B. Analyze the emerging transmedia organization in light of existing practices.
- C. Evaluate the transmedia industry using free-market economic principles.
- D. Create a strategy for Christian management in the industry.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

A. Textbook readings and lecture presentations

B. Course Requirements Checklist

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

C. Discussion Board Forums (5)

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 and demonstrate course-related knowledge. In addition to the thread, the student is required to reply to 2 other classmates' threads. Each reply must be at least 200 words.

D. Professional Application Outline and References

The student will use the Professional Application Outline and References to prepare for the Professional Application Paper. The outline will include an introduction, 3 main points, and a conclusion. The reference/works cited page must include at least 5 references in addition to the course textbooks and the Bible. The outline and reference/works cited page must be in current APA or MLA format.

E. Christian Extrapolation Essay

The student will write a 5-page research-based paper in current APA or MLA format that focuses on a topic provided in the assignment instructions. The paper must include at least 8 references in addition to the course textbooks and the Bible.

F. Professional Application Paper

The student will write a 10-page research-based paper in current APA or MLA format that focuses on the topic provided in the assignment instructions. The paper must include at least 20 references in addition to the course textbooks and the Bible.

G. Final Exam

The Final Exam will encompass the Reading & Study material covered throughout this course. The exam will be open-book/open notes, contain 50 multiple-choice questions, and have a 1-hour time limit.

VI. COURSE GRADING AND POLICIES**A. Points**

Course Requirements Checklist	10
Discussion Board Forums (5 at 60 pts ea)	300
Professional Application Outline and References	50
Christian Extrapolation Essay	200
Professional Application Paper	250
Final Exam	200
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 639

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Jenkins: Introduction 1 presentation	Course Requirements Checklist Class Introductions DB Forum 1	10 0 60
2	Jenkins: ch. 1 1 presentation	DB Forum 2	60
3	Jenkins: ch. 2 Jenkins et al.: How to Read This Book–Introduction 1 presentation	Professional Application Outline and References	50
4	Jenkins: ch. 3 Jenkins et al.: chs. 1–2 1 presentation	DB Forum 3	60
5	Jenkins: ch. 4 Jenkins et al.: chs. 3–4 1 presentation	Christian Extrapolation Essay	200
6	Jenkins: ch. 5 Jenkins et al.: chs. 5–6 1 presentation	DB Forum 4	60
7	Jenkins: ch. 6 Jenkins et al: ch. 7 1 presentation	Professional Application Paper	250
8	Jenkins: Conclusion–Afterword Jenkins et al.: Conclusion 1 presentation	DB Forum 5 Final Exam	60 200
TOTAL			1010

DB = Discussion Board

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