

**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***

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### **COMS 658**

#### **STRATEGIC COMMUNICATION CAMPAIGNS FOR THE DIGITAL AGE**

#### **COURSE DESCRIPTION**

An exploration of the use of integrated marketing communication for strategic movement of organizations, products and services toward growth.

#### **RATIONALE**

The purpose of this course is to provide students with a theoretical and practical understanding of the contemporary world of Advertising and Public Relations and its role in business, government, not-for-profit, and community organizations. It is an excellent complement to all three areas of concentration in the MA in Communications (Organizational and Interpersonal Communication, Media Studies, and Rhetorical Communication Studies) due to the theoretical framework and practical real-world application; however, this course is integral to anyone pursuing the Organizational and Interpersonal Communication track.

#### **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. RECOMMENDED RESOURCE**

American Psychological Association. Publication manual of the American Psychological Association (Current ed.). Washington, DC: Author.

#### **IV. ADDITIONAL MATERIALS FOR LEARNING**

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

**V. MEASURABLE LEARNING OUTCOMES**

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

- A. Formulate an applied working knowledge of the Integrated Marketing Communications (IMC) toolbox.
- B. Examine the analyses and processes of establishing a growth plan for an organization powered by IMC principles and practices.
- C. Apply strategic communication to the growth of an organization, its products, and/or services.
- D. Explain the advantages of a Christian worldview in the transactional marketplace.

**VI. COURSE REQUIREMENTS AND ASSIGNMENTS**

A. Textbook readings

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 (6)

Discussion boards are collaborative learning experiences. Therefore, the student will discuss and apply his/her textbook readings to his/her own life, in addition to promoting engagement with other students. Each thread must be 250–350 words, include at least 2 references to the course text and 1 reference to an outside source, and demonstrate course-related knowledge. In addition to the thread, the student is required to reply to at least 1 other classmate's thread. The reply must be at least 200 words must include at least 1 reference to the course text.

D. IMC Case Part 1

The student will write the foundation of an Integrated Marketing Communications (IMC) plan, analyzing the situation facing an organization as it seeks to grow the market for its products, services, and/or activities. This paper will serve as the starting point for the ICM Case Part 2 paper. The IMC Case Part 1 must be 5–6 pages, must include at least 5 references, and must adhere to current APA format.

E. IMC Case Part 2

The student will prepare a case study analysis of a company and its Integrated Marketing Communications efforts and advertising/Public Relations efforts. The student must use at least 12 references and the textbook as supporting evidence. The IMC Case Part 2 must be 7–9 pages, not including the references, and must adhere to current APA format.

F. Midterm Exam

The Midterm Exam will cover the Reading & Study material from Modules/Weeks 1–4. It will be open-book/open-notes, contain 50 multiple-choice questions, and will have a 2-hour time limit.

## G. Final Exam

The Final Exam will cover the Reading & Study material from Modules/Weeks 5–8. It will be open-book/open-notes, contain 50 multiple-choice questions, and will have a time limit of 2 hours and 20 minutes.

## VII. COURSE GRADING AND POLICIES

## A. Points

Course Requirements Checklist		10
Discussion Board Forums (6 at 65 pts ea)		390
IMC Case Part 1		100
IMC Case Part 2		110
Midterm Exam	(Modules 1–4)	200
Final Exam	(Modules 5–8)	200
	<b>Total</b>	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 = 0–659

## C. Disability Assistance

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

***COURSE SCHEDULE***

**COMS 658**

Textbook: Belch & Belch, *Advertising and Promotion* (2018).

<b>MODULE/ WEEK</b>	<b>READING &amp; STUDY</b>	<b>ASSIGNMENTS</b>	<b>POINTS</b>
<b>1</b>	Belch & Belch: chs. 1–2	Course Requirements Checklist DB Forum 1	10 65
<b>2</b>	Belch & Belch: chs. 3–4	DB Forum 2	65
<b>3</b>	Belch & Belch: chs. 5–6	DB Forum 3	65
<b>4</b>	Belch & Belch: chs. 7–8	IMC Case Part 1 Midterm Exam	100 200
<b>5</b>	Belch & Belch: chs. 9–11	DB Forum 4	65
<b>6</b>	Belch & Belch: chs. 12–14	DB Forum 5	65
<b>7</b>	Belch & Belch: chs. 15–17	DB Forum 6	65
<b>8</b>	Belch & Belch: chs. 18–19	IMC Case Part 2 Final Exam	110 200
<b>TOTAL</b>			<b>1010</b>

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**.