

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

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. ADDITIONAL MATERIALS FOR LEARNING

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

IV. 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.

V. 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 and demonstrate course-related knowledge. In addition to the thread, the student is required to reply to at least 1 other classmates’ threads. Each reply must be at least 200 words.

- 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 final paper. The IMC Case Part 1 must be 5–6 pages 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 60 multiple-choice questions, and will have a time limit of 2 hours and 20 minutes.

VI. 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
	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 F = 0–759

C. Late Assignment Policy

If the student is unable to complete an assignment on time, then he or she must contact the instructor immediately by email.

Assignments that are submitted after the due date without prior approval from the instructor will receive the following deductions:

1. Late assignments submitted within one week of the due date will receive a 10% deduction.
2. Assignments submitted more than one week late will receive a 20% deduction.
3. Assignments submitted two weeks late or after the final date of the course will not be accepted.
4. Late Discussion Board threads or replies will not be accepted.

Special circumstances (e.g. death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis.

D. 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

COMS 658

Textbook: Belch & Belch, *Advertising and Promotion* (2012).

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