

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 307

STRATEGIC COMMUNICATION

COURSE DESCRIPTION

Examines the principals and practices of impacting markets through Integrated Marketing Communications. Special emphasis is given to team problem-solving. (Formerly COMS 307)

RATIONALE

The purpose of this class is to introduce the student to creative integration of digital marketing and promotions, interactive advertising, public relations, image-making, and other marketing communication tools. In doing so, students will understand the relationship between promotion, promotional mix, and integrated marketing communications (IMC). Students will learn about the career opportunities related to strategic communications.

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 Word and PowerPoint

IV. MEASURABLE LEARNING OUTCOMES

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

- A. Possess a practical working knowledge of the basic IMC ‘toolbox’
- B. Understand the analyses and processes of establishing an IMC plan
- C. Develop a personal working style and approach that is results- and market-oriented
- D. Understand the advantages of a Christian world view in the transactional marketplace.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and presentations
- B. Course Requirements Checklist

After reading the Course Syllabus and Course Schedule, the student will complete the related checklist found in Module/Week 1.

C. Discussion Board Forums (3)

Discussion boards are collaborative learning experiences. Therefore, the student will participate in 3 Discussion Board Forums throughout the course. These assignments will allow students to give and receive peer reviews of advertising ideas and creative designs.

D. Projects

Mini-Projects (5)

Each week the student will use the information learned in the text to complete 5 mini-projects, including designing, creating, budgeting, and scheduling traditional, digital, and direct response advertisements based on the business he/she chooses to market.

Final Project

The student will use the Mini-Projects and Discussion Board Forums to create an Integrated Marketing Campaign (IMC) for his/her Final Project based on the business he/she chooses to market.

E. Quizzes (2)

Two open-book quizzes will cover specific topics from the reading. The format for the quizzes may include multiple-choice and true/false.

F. Exams (3)

Each exam will cover the Reading & Study material for the assigned modules/weeks and the preceding modules/weeks. Each exam will be open-book/open-notes, contain true/false, multiple-choice, and essay questions, and have a time limit of 2 hours.

VI. COURSE GRADING AND POLICIES

A. Points

| | |
|--|-------------|
| Course Requirements Checklist | 10 |
| Discussion Board Forums (3 at 40 pts ea) | 120 |
| Projects | |
| Mini-Projects (5 at 50 pts ea) | 250 |
| Final Project | 200 |
| Quizzes (2 at 20 pts ea) | 40 |
| Exams (3 at 130 pts ea) | 390 |
| Total | 1010 |

B. Scale

A = 900–1010 B = 800–899 C = 700–799 D = 600–699 F = 0–599

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 307

Textbook: Clow & Baack, *Integrated Advertising, Promotion, and Marketing Communications* (2018).

| MODULE/ WEEK | READING & STUDY | ASSIGNMENTS | POINTS |
|-------------------------|--|---|-----------------|
| 1 | Clow & Baack: chs. 1, 2, 14 1 website | Course Requirements Checklist Mini-Project 1 | 10 50 |
| 2 | Clow & Baack: chs. 3–4 2 websites | DB Forum 1 Target Audience Quiz | 40 20 |
| 3 | Clow & Baack: chs. 5–6 1 website | DB Forum 2 Mini-Project 2 Exam 1 | 40 50 130 |
| 4 | Clow & Baack: ch. 7 1 website | Mini-Project 3 Traditional Media Quiz | 50 20 |
| 5 | Clow & Baack: chs. 8–9 2 websites | Mini-Project 4 Exam 2 | 50 130 |
| 6 | Clow & Baack: chs. 10–12 2 websites | DB Forum 3 Mini-Project 5 | 40 50 |
| 7 | Clow & Baack: ch. 12 2 websites | Final Project | 200 |
| 8 | Clow & Baack: chs. 13, 15 1 presentation 1 website | Exam 3 | 130 |
| TOTAL | | | 1010 |

*DB = Discussion Board

NOTE: Each course module/week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.