

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 348

STRATEGIC SOCIAL MEDIA

COURSE DESCRIPTION

This course connects students to organizational growth objectives with social media strategy, platforms and tactics. Extensive focus is given to interactive sessions and team problem-solving exercises.

RATIONALE

The purpose of this course is to introduce the student to the practices used in implementing social media for the purposes of organizational growth. In doing so, the student will gain understanding of the objectives, strategies, platforms, and tactics used in social media.

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
- D. Access to social media via smart phone, computer, or tablet. (Android or Apple operating system preferred)

IV. MEASURABLE LEARNING OUTCOMES

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

- A. Possess a practical working knowledge of strategic uses of social media for organizational growth.
- B. Understand the analyses and processes of communication theories practiced in social media marketing.
- C. Gain foundational knowledge of the role of advertising, image making, public relations, and promotion in strategic social media for organizational growth and outreach.

- D. Develop a personal working style and approach that is results- and market-oriented.
- E. Understand the advantages of a Christian worldview in the transactional marketplace.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and 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. Introduction Essay

The student will introduce him/herself to the class in the Introduction Essay forum. This introduction must be 50–75 words, and include content about the student’s exposure to public relations and/or marketing in social media.

- D. Discussion Board Forums (3)

Discussion boards are collaborative learning experiences. Therefore, the student will post various completed assignments to class-wide forums. For each forum, the student is required to reply to at least 2 classmates’ posted assignments. Each reply must be between 150–200 words. Students are expected to support their opinions and comments with outside sources, and provide at least 1 citation per reply. All posts must adhere to current APA format.

- E. Client Selection

The student will select 1 of the companies from the provided list. The student will post his/her choice to the proper Discussion Board Forum for his/her classmates to see. The student must choose a topic that has not already been claimed by a classmate. The company chosen will be used as the foundation for the rest of the assignments in the course.

- F. Client Research

The student will write a 2–5-page paper in current APA format that focuses on research of his/her chosen client. The paper must include at least 1 reference in addition to the course textbooks. The title and reference pages do not count toward the page requirement.

- G. Consumer Research

The student will write a 2–5-page paper in current APA format that focuses on research of potential consumers for his/her chosen client. The paper must include at least 1 reference in addition to the course textbooks. The title and reference pages do not count toward the page requirement.

H. Social Media Research

The student will write a 2–15-page paper in current APA format that focuses on research of different social media outlets and platforms. The paper must include at least 1 reference in addition to the course textbooks. The title and reference pages do not count toward the page requirement.

I. Final Project Check-In

The student will post a 50–75-word update on how he/she is progressing with his/her final project.

J. Social Media Strategy Sheet

The student will complete a 3–15-page strategy sheet that reveals data and trends to his/her chosen client. This assignment must include at least 1 reference in addition to the course textbooks. The title and reference pages do not count toward the page requirement. Current APA format must be used.

K. Strategic Social Media Marketing Pitch

This assignment will contain 2 parts. In the first, the student will complete a visually appealing Pitch Deck. This will show an analysis of the topics and how they apply to the student's chosen company. For the second part, the student will complete a 5–10-minute Video Pitch where he/she will pitch his/her marketing strategy for the client. At least 1 reference must be cited in current APA format in the Pitch Deck.

L. Final Exam

This exam will cover the Reading & Study material for the course. This will be open-book/open-notes, contain 35 multiple-choice, true/false, multiple-answer, and fill-in-the-blank questions, and have a 2-hour time limit.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist	10
Introduction Essay	25
Discussion Board Forums (3 at 50 pts ea)	150
Client Selection	25
Client Research	100
Consumer Research	100
Social Media Research	100
Final Project Check-In	25
Social Media Strategy Sheet	125
Strategic Social Media Marketing Pitch	250
Final Exam	100
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 348

Textbooks: Schaffer, *Maximize Your Social* (2013).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Schaffer: Introduction–ch. 2 3 presentations	Course Requirements Checklist Introduction Essay Client Selection	10 25 25
2	Schaffer: chs. 3–5 3 presentations	Client Research	100
3	Schaffer: ch. 6 2 presentations	DB Forum 1 – Client Research Replies Consumer Research	50 100
4	Schaffer: chs. 7, 9–10 3 presentations	DB Forum 2 – Consumer Research Replies Social Media Research	50 100
5	Schaffer: chs. 8, 11 1 presentation 1 website	DB Forum 3 – Social Media Research Replies Final Project Check-In	50 25
6	Schaffer: chs. 12–14 3 presentations	Social Media Strategy Sheet	125
7	Schaffer: chs. 15–16 1 presentation 1 website	Strategic Social Media Marketing Pitch	250
8	Schaffer: chs. 17–18 1 presentation 1 website	Final Exam	100
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**.