

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 356

DIGITAL/SOCIAL/MOBILE MARKETING

COURSE DESCRIPTION

This course explores the successful design, development and execution of targeted marketing campaigns for news, information and entertainment. Special emphasis is given to team problem-solving. (Formerly COMS 356)

RATIONALE

The purpose of this class is to introduce students to the practices used in implementing effective integrated web and social marketing programs. Students, therefore, will gain understanding of the application of digital, social and marketing techniques.

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. *Purchase online at Amazon, read online at Jerry Falwell Library, or download PDF Chapters from JF Library*

Rosen, W., & Minsky, L. (2016). *The activation imperative : how to build brands and business by inspiring action*. Retrieved from <https://ebookcentral-proquest-com.ezproxy.liberty.edu/lib/liberty/detail.action?docID=4731332>

- B. Journal articles available through the Jerry Falwell Library

- C. Computer with basic audio/video output equipment

- D. Internet access (broadband recommended)

- E. Microsoft Office

- F. Media player software, such as Windows Media Player, Realplayer, GOM Media Player, or VLC Media Player

IV. MEASURABLE LEARNING OUTCOMES

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

- A. Possess a practical working knowledge of the strategic uses of integrated, web, and social marketing programs.

- B. Understand the analyses and processes of communication strategies practiced in social media and web marketing.
- C. Develop a personal working style and approach that is results- and market-oriented.
- D. Understand the advantages of a Christian worldview in the transactional marketplace.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations/notes
- 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 (4)

Discussion boards are collaborative learning experiences. Therefore, the student will demonstrate his or her understanding of direct marketing concepts by composing a critical, thoughtful response to each of the 4 discussion board prompts. For each thread, the student must assess the merits of highlighted concepts from the textbooks, with at least one (1) specific mention of a point from each required resource. Each thread must be at least 200–300 words. A reply of at least 150 words to 2 other classmates' threads is also required.

- D. I-Me-Mine Exercise

This exercise will be completed in two parts. For Part 1, the student will select and interview an individual, putting together a demographic and lifestyle profile and transaction set that will be the focus for this assignment. For Part 2, the student will write 300–450 words describing the target, direct marketing strategy, and offer & message strategy for the interviewee.

- E. Direct Marketing Plan

The student will demonstrate an understanding of the creation of a strategic Direct Marketing Plan for an organization of his or her choosing. The plan will include goal, strategy and tactics, and emphasize the use of 1-to-1 communication for results. In addition, the plan will demonstrate the ability of the student to integrate the concepts of this course with his or her personal experiences and plans for the future. This will be completed in three parts – Select Organization, Define Market & Select Target, and the Direct Marketing Plan final submission.

- F. Reading Quizzes (4)

The student will complete 4 online quizzes based on the Rapp and Rosen and Minsky texts. The quizzes are timed, open-book/open-notes, and contain 25 questions each. The question formats are multiple choice and true/false. The quizzes test your ability to understand and integrate the foundational concepts involved in Direct Marketing.

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

Course Requirements Checklist	10
Discussion Board Forums (4 at 125 pts ea)	500
I-Me-Mine Exercise	
Part 1: Interview	20
Part 2: Exercise	130
Direct Marketing Plan	
Part 1: Select Organization	20
Part 2: Define Market & Select Target	30
Part 3: Direct Marketing Plan	100
Reading Quizzes (4 at 50 pts ea)	200
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 356

Textbooks: Rapp, *Reinventing Interactive and Direct Marketing* (2009).
Rosen, Minsky & Sutherland, *The Activation Imperative* (2016).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Rapp: Preface, Introduction Haire, article Rosen, Minsky, Sutherland ch. 1 2 presentations	Course Requirements Checklist Class Introductions DB Forum 1	10 0 125
2	Rapp: chs. 1 and 13 Rosen, Minsky, Sutherland ch. 2 2 presentations	I-Me-Mine Exercise Part 1: Interview Reading Quiz 1	20 50
3	Rapp: ch. 2-3 3 articles Rosen, Minsky, Sutherland ch. 4 2 presentations	DB Forum 2	125
4	Rapp: chs. 7-8 Rosen, Minsky, Sutherland ch. 5 1 article 5 presentations	I-Me-Mine Exercise Part 2 Reading Quiz 2	130 50
5	Rapp: chs. 5, 11 Rosen, Minsky, Sutherland ch. 6 1 presentation	DB Forum 3 DMP Part 1: Select Organization	125 20
6	Rapp: ch. 4 Rosen, Minsky Sutherland ch7-8 2 presentations	DMP Part 2: Define Market & Select Target Reading Quiz 3	30 50
7	Rapp: chs. 6; 9–10 3 presentations	DB Forum 4	125
8	Rapp: ch. 12 1 presentation	DMP Part 3: Direct Marketing Plan Reading Quiz 4	100 50
TOTAL			1010

DB = Discussion Board DMP= Direct Marketing Plan

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**.