

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 357

PUBLIC RELATIONS AND PROMOTION TACTICS

COURSE DESCRIPTION

This course provides students with a broad understanding of and ability to apply promotional and public relations techniques in a digitally mediated world. Emphasis is on experiential application of specific techniques across multiple media and channels. (Formerly COMS 357)

RATIONALE

The purpose of this course is to provide the student with a clear understanding of the practices used in implementing promotional and public relation techniques. In an experiential setting, the student will apply these principles through the utilization of digitally mediated techniques and multiple channels.

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. Smartphone capable of recording quality video
- C. Microphone with connector/capability for use with a smartphone
- D. Access to Adobe Creative Cloud (available through Liberty University)
- E. Internet access (broadband recommended)
- F. Blackboard [recommended browsers](#)
- G. Microsoft Office

V. MEASURABLE LEARNING OUTCOMES

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

- A. Possess a practical working knowledge of the theory and practice of promotional techniques for digital media and marketing communication strategies.
- B. Understand the analyses and processes of communication principles practiced in promotional communications and other new media strategic communications practices used in various channels.
- 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.

VI. 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 Week 1.

- C. Discussion Board Forums (3)

Discussion boards are collaborative learning experiences. Therefore, the student is required to provide a thread in response to the provided prompt for each forum. The first Discussion Board Forum will be a 2-minute introduction. Each thread must be at least 300 words and demonstrate course-related knowledge. In addition to the thread, the student is required to reply to 2 other classmates' threads. Each reply must be 150 words.

- D. Client and Audience Analysis

The student will select and work with a local non-profit organization or church to assist in the organization's public relations efforts. The Client and Audience Analysis project is a 3–4-page research-based paper in current APA format that focuses on the client organization and its target public. The paper must include at least 4 references in addition to the course textbook and the Bible. It also must include a biblical integration component.

- E. Project Summary Paper

The student will write a 2–3-page paper summarizing the Video Testimonial, Crowdsourcing Project, Digital PR Plan, and Digital PR Plan Presentation which will be completed for the selected client organization. The Project Summary Paper must follow current APA format.

F. Video Testimonial

The student will use a smartphone to shoot, and Adobe Premiere to edit, a 60–70-second video of someone associated with the client organization. It is recommended that the student purchase or borrow a smartphone lavalier mic for quality audio.

G. Crowdsourcing Project

The student will research and write a proposal for a crowdsourcing project designed to enhance the public relations or promotional efforts of the client organization. The plan must be 3–4 pages and provide a minimum of 3 references in addition to the textbook and Bible.

H. Digital PR Plan

This project involves proposing a plan that features social media, mobile technology, and the internet to support the public relations efforts of the client organization. The plan must be 3–4 pages and provide 3–4 references in addition to the textbook and Bible. The plan must also include a biblical integration component.

I. Digital PR Plan Presentation

After completing his/her Digital PR Plan, the student will share it with an audience. The student must create a 10-slide minimum, graphically-appealing PowerPoint presentation that addresses the information included in the Digital PR Plan. Current APA format must be followed for any citations.

J. Quizzes (7)

Each quiz will cover the Reading & Study material for the module/week in which it is assigned. Each quiz will be open-book/open-notes, contain 5 multiple-choice and true/false questions, and have a 15-minute time limit. The student will have 2 attempts to complete each quiz.

K. Final Exam

The Final Exam will cover all textbook readings for the course. The exam will be open-book/open-notes, contain 25 multiple-choice and true/false questions, and have a 1-hour time limit.

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

Course Requirements Checklist	10
Discussion Board Forums (3 at 50 pts ea)	150
Client and Audience Analysis	40
Project Summary Paper	60
Video Testimonial	100
Crowdsourcing Project	140
Digital PR Plan	140
Digital PR Plan Presentations	60
Quizzes (7 at 30 pts ea)	210
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 357

Textbook: Newsom et al., *This is PR: The Realities of Public Relations* (2013).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Newsom et al.: chs. 1–2 3 presentations	Course Requirements Checklist Class Introductions Video	10 50
2	Newsom et al.: chs. 3–4 3 presentations 2 websites	Client and Audience Analysis Quiz 1 Quiz 2	40 30 30
3	Newsom et al.: ch. 9 2 presentations 2 websites	DB Forum 1 Project Summary Paper Video Testimonial	50 60 100
4	Newsom et al.: chs. 10–11 3 presentations 1 website	Quiz 3	30
5	Newsom et al.: chs. 6–7 3 presentations	DB Forum 2 Quiz 4 Quiz 5	50 30 30
6	Newsom et al.: ch. 8 2 presentations	Crowdsourcing Project Quiz 6	140 30
7	Newsom et al.: chs. 5, 12 3 presentations	Digital PR Plan Quiz 7	140 30
8	Current Event Articles 1 presentation	Digital PR Plan Presentation Final Exam	60 100
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**.