

**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***

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### **STCO 367**

#### **BEST PRACTICES: STRATEGIC COMMUNICATION MANAGEMENT**

#### **COURSE DESCRIPTION**

This course is designed to give students hands-on experience in creating collaborative integrated marketing communication campaigns, guided by the lessons learned from organizations that have used strategic communications to drive growth.

(Formerly COMS 367)

#### **RATIONALE**

The purpose of this course is to give students direct experiential insight in developing communication campaigns that take into account the successes of existing organizations and campaigns. Students will gain further understanding for application of creative integrated management and marketing.

#### **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. Blackboard [recommended browsers](#)
- D. Microsoft Office

#### **IV. 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 managing integrated marketing communication campaigns.
- B. Understand the analyses and processes of strategic communication theories as applied by model organizational in pursuit of growth and development.
- 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 Power Point 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. Discussion Board Forums (4)

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 is a 2-minute introduction video. For the following forums, the thread must be 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. Video Exercises (10)

Course material includes video exercises for several chapters. Each exercise includes a video to watch before answering questions. Questions will appear at the end of the video.

- E. Quizzes (3)

Quizzes only include chapters for the assigned module/week and are weighted less than the exams. These quizzes are intended to help the student check his or her understanding and prepare for the exams. Each quiz will allow multiple attempts.

- F. Exams (3)

Each exam will cover the Reading & Study material for the assigned module/week. Each exam will be open-book/open-notes, contain 70 multiple-choice questions, and have a 1-hour and 30-minute time limit.

- G. Final Exam

The Final Exam will be open-book/open-notes, contain 140 multiple-choice questions, and have a 3-hour and 20-minute time limit.

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

Course Requirements Checklist		10
Discussion Board Forums (4 at 40 pts ea)		160
Video Exercises (12 at 40 pts ea)		480
Quizzes (3 at 30 pts ea)	(Weeks 3, 5, 7)	90
Exam 1	(Weeks 1, 2)	70
Exam 2	(Weeks 3, 4)	70
Exam 3	(Weeks 5, 6)	70
Final Exam	(Weeks 1-8)	140

**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](mailto:LUOODAS@liberty.edu) to make arrangements for academic accommodations. Further information can be found at [www.liberty.edu/disabilitysupport](http://www.liberty.edu/disabilitysupport).

## ***COURSE SCHEDULE***

### **STCO 367**

Textbook: Iacobucci, *Marketing Management* (2017).

<b>MODULE/ WEEK</b>	<b>READING &amp; STUDY</b>	<b>ASSIGNMENTS</b>	<b>POINTS</b>
<b>1</b>	Iacobucci: ch. 1 1 presentation Chapter 1 flashcards	Course Requirements Checklist DB Forum 1	10 40
<b>2</b>	Iacobucci: chs. 2–3 3 presentations Chapters 2–3 flashcards	Video Exercise: Chapter 3 Exam 1	40 70
<b>3</b>	Iacobucci: chs. 4–6 4 presentations Chapters 4–6 flashcards	DB Forum 2 Video Exercise: Chapter 5 Video Exercise: Chapter 6 Quiz 1	40 40 40 30
<b>4</b>	Iacobucci: chs. 7–8 3 presentations Chapters 7–8 flashcards	Video Exercise: Chapter 8 Exam 2	40 70
<b>5</b>	Iacobucci: chs. 9–11 4 presentations Chapters 9–11 flashcards	DB Forum 3 Video Exercise: Chapter 9 Video Exercise: Chapter 10 Video Exercise: Chapter 11 Quiz 2	40 40 40 40 30
<b>6</b>	Iacobucci: chs. 12–13 2 presentations Chapters 12–13 flashcards	Exam 3	70
<b>7</b>	Iacobucci: chs 14–16 4 presentations Chapters 14–16 flashcards	Video Exercise: Chapter 15 Video Exercise: Chapter 16 DB Forum 4 Quiz 3	40 40 40 30
<b>8</b>	Iacobucci: ch. 17 1 presentation	Video Exercise: Chapter 17 Final Exam	40 140
<b>TOTAL</b>			<b>1010</b>

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**.