

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 372

EMPLOYEE AND ORGANIZATIONAL COMMUNICATION

COURSE DESCRIPTION

This course in organizational public relations provides students with the strategic ability to communicate with the affiliated parts of an organization critical to successful relationships and image-making.

RATIONALE

The purpose of this course is to give students the perspective and application skills necessary for positive cooperative and collaborative relationships in corporate and organizational settings. Through the study and application of employee communication in furtherance of organizational goals, students will understand the importance of core message strategy, employee interaction, and communication to specifically targeted internal audiences.

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 RESOURCES

American Psychological Association. *Publication manual of the American Psychological Association*. Washington, DC: Author.

Lipp, D. (2013). *Disney U: How Disney University develops the world's most engaged, loyal, and customer-centric employees*. New York, NY: McGraw-Hill.

Williams, D. S. (2014). *Connected CRM: Implementing a data-driven, customer-centric business strategy*. Hoboken, NJ: Wiley.

IV. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Blackboard [recommended browsers](#)
- D. Microsoft Word, PowerPoint, and Excel

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 positive promotional relationships for organizational growth and employee communication.
- B. Understand the analyses and processes of communication principles and practices used in establishing and maintaining cooperative promotional relationships with internal affiliates of an organization.
- 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 PowerPoint 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 (4)

Discussion boards are collaborative learning experiences. Therefore, the student is required to create a thread in response to the provided prompt for each forum. The thread for Discussion Board Forum 1 is an introduction video. The threads for Discussion Board Forums 2–4 must be at least 300 words each and demonstrate course-related knowledge. In addition to the thread, the student is required to reply to 2 classmates' threads. Each reply must be at least 150 words. The thread and replies, in total, must contain at least 1 reference from the textbook reading and 1 biblical reference. The thread and replies must follow current APA format.

- D. Case Study Assignments (6)

Each chapter in the textbook contains Case Study Assignments. The student will read through selected case studies and respond to questions. Each Case Study Assignment must include citations to support major points, integrate at least 1 biblical principle, and follow current APA format.

E. Course Project

Summary

The student will choose an organization for which to complete a communication campaign that will encourage employees to be more involved in the organizational narrative. The student will write a summary addressing 4 points: the chosen organization, the target, the characteristics of the target, and the story/theme. The summary must include at least 2 paragraphs for each point.

Paper and Video

The student will write a 4–6-page paper explaining how the story/narrative he/she has created drives an internal integrated marketing communication campaign that touches the organization and produces the desired effect. The paper must follow current APA format. In addition to the paper, the student will write and create a 30-second or 60-second promotional video for the communication campaign.

F. Exams (4)

Each exam will cover the Reading & Study material for the assigned modules/weeks. Each exam will be open-book/open-notes and contain multiple-choice, true/false, and/or matching questions. There is no time limit for the exams. Each exam will be completed in MindTap.

VII. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist		10
Discussion Board Forums (4 at 40 pts ea)		160
Case Study Assignments (6 at 65 points each)		390
Course Project		
Summary		30
Paper and Video		155
Exam 1	(Modules 1–2)	45
Exam 2	(Modules 3–4)	60
Exam 3	(Modules 5–6)	60
Final Exam	(Modules 1–8)	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.

VIII. BIBLIOGRAPHY

American Psychological Association. *Publication manual of the American Psychological Association* (Current ed.). Washington, DC: Author.

Berger, J. (2013). *Contagious: Why Things Catch On* (Later Printing ed.). New York: Simon & Schuster.

Signorelli, M. J. (2017). *StoryBranding 2.0: Creating Stand-Out Brands Through The Power of Story* (2nd ed.). Story-Lab Publishing.

COURSE SCHEDULE

STCO 372

Textbook: Miller, *Organizational Communication: Approaches and Processes* (2015).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Miller: ch. 1 1 presentation 5 impact videos	Course Requirements Checklist DB Forum 1: Class Introductions	10 40
2	Miller: chs. 2–3 2 presentations 1 impact video	Chapter 2 Case Study Course Project: Summary Exam 1	65 30 45
3	Miller: chs. 4–5 2 presentations 1 impact video	DB Forum 2 Chapter 5 Case Study	40 65
4	Miller: chs. 6–7 2 presentations	Chapter 7 Case Study Exam 2	65 60
5	Miller: chs. 8–9 2 presentations	DB Forum 3 Chapter 9 Case Study	40 65
6	Miller: chs. 10–11 2 presentations	Chapter 11 Case Study Exam 3	65 60
7	Miller: chs. 12–13 2 presentations	DB Forum 4 Course Project: Paper and Video	40 155
8	Miller: ch. 14 1 presentation 1 impact video	Chapter 14 Case Study Final Exam	65 100
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**.