

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 422

SOCIAL MEDIA DEVELOPMENT

COURSE DESCRIPTION

Through a mentor-driven approach, students gain experience in organizing, integrating and operating the school's social media channels. Their experiences are transferable to other organizations, both corporate and non-profit.

RATIONALE

The purpose of this class is to give students hands-on experience through collaborative efforts with peers in implementing effective social media channels. In doing so, students will gain further understanding by utilizing existing media outlets to create organizational growth through application.

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 strategic uses of integrated, web, and social marketing programs
- B. Understand the analysis and application of social media marketing and communication principles and practices
- 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 Forum (1)

Discussion boards are collaborative learning experiences. Therefore, a student is required to provide a thread in response to the provided prompt for each forum. The thread for Discussion Board Forum 1 is an introduction video. In addition to the thread, the student is required to reply to 2 classmates' threads. Each reply must be at least 150 words.

- D. Case Study Assignment (1)

Case studies provide an opportunity to reflect on other people and business' experiences. By reviewing case studies, students can gather new insights about various challenges, success and even best practices. For that reason, each student will provide a single case study during the beginning of this course, based off a company of his or her choice. Each case study will summarize best practices in social media as illustrated and executed by said company. In order to accomplish this task, students must provide a presentation video, a word document demonstrating the student's research to support the case study and a powerpoint file summarizing relevant information regarding the presentation. Details regarding this case study will be provided in greater detail in Module 2.

- E. Select a Thought Leadership Topic (1)

Throughout the term, students will be required to manage several social media accounts designed to promote various concepts related to social media marketing. This type of online engagement is referred to as "thought leadership". An available list of topics will be provided in blackboard in Module 2 and will be based on first come, first serve.

- F. Social Media Accounts Creation (1)

Throughout the term, students will be required to manage several social media accounts designed to promote various concepts related to social media marketing. This type of online engagement is referred to as "thought leadership". An available list of topics will be provided in blackboard in Module 2 and will be based on first come, first serve. Once students' selected topics are approved, they will then be required to develop their own brand around said topic. Once students identify their unique brand and voice, they will then be required to create several social media accounts to publically promote their specific chosen topic. For this assignment, students will need to set up a blog account, a LinkedIn account and

Twitter account. Each account must represent their created brand and carry a consistent voice throughout its design.

G. Social Media Development (4)

For modules/weeks 3-6, students will be required to post a mixture of created and curated thought leadership content on their social media accounts. In doing so, students will be required to meet a specific quota designed to reflect current social media management practice. To illustrate, students must publish 2 blog posts each week (not on the same day). They must post 3 tweets a day on Twitter (Tuesday through Saturday) and once a day on LinkedIn (Tuesday through Saturday). Each post must match the student's created brand voice and center on the topic related to his or her thought leadership concept.

H. Social Media Analysis and Critique (4)

For modules/weeks 4-7, students will be required to provide insight regarding their peers thought leadership content. For this collaborative exercise, the instructor will assign each student to a dyadic pair at the beginning of the course (i.e. during Module 2). The list of these dyads will be placed in Module 2. This list will be used to help each student identify whose social media management he or she will be reviewing during Modules 4-7. **Just to be clear: This is not a group assignment.** Each critique will be based on each student's individual analysis. More information regarding these assignment will be provided in Module 4-7.

I. Reflection Paper (1)

The student will write a 5 page reflection paper in current APA format that focuses on what the student learned throughout the course. The paper must include at least 5 reference in addition to the course textbooks and the Bible.

J. Exam (1)

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 Blackboard.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist		10
Discussion Board Forum (1 at 30 pts)		30
Social Media Success Case Study		125
Topic Selection		20
Create Social Media Accounts		75
Social Media Development	(Modules 3-6) (4 at 100 pts ea)	400
Social Media Analysis & Critique	(Modules 4-7) (4 at 50 pts ea)	200
Reflection Paper		70

Exam	80
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 Accommodation Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

If you have a complaint related to disability discrimination or an accommodation that was not provided, you may contact ODAS or the Office of Equity and Compliance by phone at (434) 592-4999 or by email at equityandcompliance@liberty.edu. Click to see a full copy of Liberty’s [Discrimination, Harassment, and Sexual Misconduct Policy](#) or the [Student Disability Grievance Policy and Procedures](#).

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VII. BIBLIOGRAPHY

Evans, Dave (2012). *Social media marketing: An hour a day* (2nd ed.). Indianapolis, IN: John Wiley & Sons, Inc.

Safko, L. (2012). *The Social Media Bible*. (3rd ed.). Philadelphia, PA: Kogan Page Limited.

Schaffer, Neal (2013). *Maximize your social: A one-stop guide to building a social media strategy for marketing and business success*. Hoboken, NJ: John Wiley and Sons Inc.

Schwartz, Stuart (2013). *The savvy social media guide*. Lynchburg, VA: Liberty University Press.

COURSE SCHEDULE

STCO 422

Textbook: Barger, C., *The Social Media Strategist* (2012).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Barger: ch. 1 Bible readings 1 presentation 1 impact video	Course Requirements Checklist DB Forum 1: Class Introductions	10 30
2	Barger: chs. 2–3 1 presentations 1 impact video	Social Media Success Case Study Topic Selection	125 20
3	Barger: chs. 4–5 1 presentations 2 impact videos	Social Media Creation Social Media Development 1	75 100
4	Barger: chs. 6–7 1 presentation 1 impact video	Social Media Analysis and Critique 1 Social Media Development 2	50 100
5	Barger: chs. 8–9 1 presentation 1 impact video	Social Media Analysis and Critique 2 Social Media Development 3	50 100
6	Barger: chs. 10–11 1 presentation 1 impact video	Social Media Analysis and Critique 3 Social Media Development 4	50 100
7	Barger: chs. 12 1 presentation 1 impact video	Social Media Analysis and Critique 4 Social Media Reflection Paper	50 70
8	Barger: ch. 13 1 presentation	Final Exam	80
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**.