

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 426

CREATING AFFILIATE LOYALTY IN A DIGITAL AGE

COURSE DESCRIPTION

This course is designed to familiarize students with the principles of customer relationship strategies and the means by which organizations develop loyal customers and/or affiliates.

RATIONALE

The purpose of this course is to give the student clear understanding and application tactics for the practices used in creating and cultivating loyalty between organizations and customers. In doing so, the student will gain further understanding for utilization of promotional and interactive communications and new media practices in furtherance of the organizational-affiliate relationship. Digital product, no purchase required.

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

Buttle, (2015). *Customer relationship management*. Butterworth Heinemann.

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 and PowerPoint

V. MEASURABLE LEARNING OUTCOMES

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

- A. Possess a practical working knowledge of the importance of interactive and new media marketing and structure to the gaining of customer/affiliate loyalty.

- B. Understand the analyses and processes of communication theories as applied and practiced in promotional communications and other new media strategic communications practices geared to increasing affiliation.
- 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 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 Forum is an introduction video 2 minutes in length. Each subsequent 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 at least 150 words.
- D. Chapter Problems (14)
Each chapter contains Problem assignments. Some contain a video to watch before answering questions, while some contain ad images. Each Problem assignment has tabs to click through when answering the questions.
- E. Chapter Practice Quizzes (6)
Each chapter has a practice quiz to check the student's understanding.
- 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 questions. There is a 2.5-hour time limit for each exam.

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

Course Requirements Checklist		10
Discussion Board Forums	(4 at 40 pts ea)	160
Chapter Problems	(14 at 10 pts ea)	140
Chapter Practice Quizzes	(6 at 60 pts ea)	360
Exam 1	(Modules 1–2)	80
Exam 2	(Modules 3–4)	80
Exam 3	(Modules 5–6)	80
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*. Washington, DC: Author.
- Berger, J. (2013). *Contagious: Why Things Catch On*. New York: Simon & Schuster.
- Signorelli, M. J. (2017). *StoryBranding 2.0: Creating Stand-Out Brands Through The Power of Story*. Story-Lab Publishing.

COURSE SCHEDULE

STCO 426

Textbook: Hoffman & Bateson, *Services Marketing: Concepts, Strategies, and Cases* (2017).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Hoffman & Bateson: chs. 1–2 Chapter 01: Flashcards Chapter 01: PowerPoint	DB Forum 1: Class Introductions Course Requirements Checklist	40 10
2	Hoffman & Bateson: chs. 3–4 Chapter 03: Flashcards Chapter 03: PowerPoint Chapter 04: Flashcards Chapter 04: PowerPoint	Chapter 3: Problem Set Chapter 3 Practice Quiz Chapter 4: Problem Set Chapter 4: Practice Quiz Exam 1	10 30 10 30 80
3	Hoffman & Bateson: chs. 5–6 Chapter 05: Flashcards Chapter 05: PowerPoint Chapter 06: Flashcards Chapter 06: PowerPoint	DB Forum 2 Chapter 5: Practice Quiz Chapter 6: Practice Quiz	40 30 30
4	Hoffman & Bateson: chs. 7–8 Chapter 07: Flashcards Chapter 07: PowerPoint Chapter 08: Flashcards Chapter 08: PowerPoint	Chapter 7: Problem Set Chapter 7: Practice Quiz Chapter 8: Problem Set Chapter 8: Practice Quiz Exam 2	20 30 20 30 80
5	Hoffman & Bateson: chs. 9–10 Chapter 09: Flashcards Chapter 09: PowerPoint Chapter 10: Flashcards Chapter 10: PowerPoint	DB Forum 3 Chapter 9: Practice Quiz Chapter 10: Problem Set Chapter 10: Practice Quiz	40 30 10 30
6	Hoffman & Bateson: chs. 11–12 Chapter 11: Flashcards Chapter 11: PowerPoint Chapter 12: Flashcards Chapter 12: PowerPoint	Chapter 11: Practice Quiz Chapter 12: Problem Set Chapter 12: Practice Quiz Exam 3	30 10 30 80
7	Hoffman & Bateson: chs. 13–14 Chapter 13: Flashcards Chapter 13: PowerPoint Chapter 14: Flashcards Chapter 14: PowerPoint	DB Forum 4 Chapter 13: Problem Set Chapter 13: Practice Quiz Chapter 14: Problem Set Chapter 14: Practice Quiz	40 30 30 20 30
8	Hoffman & Bateson: ch. 15 Chapter 15: Flashcards Chapter 15: PowerPoint	Chapter 15: Problem Set Final Exam	10 100
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**.