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 <u>not</u> be used to purchase course materials.

LIBERTY
U N I V E R S I T Y.

COURSE SYLLABUS

STCO 487
AGENCY/FIELD PROJECTS

COURSE DESCRIPTION

Students, individually or in groups, work in a variety of strategic communication roles with real-world organizations under the mentorship of faculty and other professionals. Organizations include corporate and non-profits.

RATIONALE

This course is designed to provide upper-level communication students profitable experience and résumé support. Under the supervision of the course instructor, this mentor-driven course will guide students working in professional environments and assist in readying students for life after graduation.

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 communications from degree studies and utilize that knowledge for application in real-world tasks.

B. Understand the analyses, processes, and impact of communication theories practiced in the assigned tasks for professional assignments.

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.   Impact Videos

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: Class Video Introductions

The student will record a short video introducing him- or herself to his or her classmates, answering these questions:

1. Where you live (state or country only)
2. Family, hobbies/interests, and anything else you want to share about yourself
3. Which specific degree you are pursuing
4. Current job
5. Your plan after this course (For example: How many courses to graduation? Do you plan to begin a new job as a result of your degree? Do you plan to continue your education towards a higher degree?)

What you would like to learn from this course.Then, the student will submit written responses of at least 150 words each to at least 2 classmates' video introductions.

D.   Client Selection

In the first module/week, the student will select a client. A client can be a church group, any size corporation, a spouse's book club, a friend's home carpentry business, a distributorship of a major bottling company, etc. There are as many opportunities for assisting in growing an organization through strategic communication as there are organizations and people.

E.   Project Selection Refinement

The instructor will provide feedback on the project and client.

Each student will put together a grid that has 2 columns:

- Project steps by week through the end of Module/Week 7
- Dates each will be performed

F. Project Presentation Video 1: Background, Creative, Goals

Each student will do an introductory 4–6-minute video presentation to the class. This introductory video will have the following elements:

   i. Introduction and background to the project

   ii. A brief description of the situation/background for the project and client

   iii. Objectives for the project

   iv. Description of TARGET(s)

   v. Strategy

   vi. Tactics

   vii. Key deliverable(s) by date (Grid).

   viii. Summary

G. Project Presentation: Progress (2)

The student will create two, 2–3-minute video presentations reporting on project progress. Videos will address initial meeting(s) with the client and progress thus far.

H. Project Presentation: Progress Response Posts (2)

The student will write responses to the Project Presentation: Progress videos of 4 classmates.

The student will assess (1) the progress of classmates in setting up and implementing some aspect of a strategic communication plan, and (2) the likelihood of successful completion of the project within the timeframe of the course.

I. Project Presentation Video 2: Results

This is a 4–7-minute summary of the semester's work with the client. It must include:

   i. Introduction

   ii. Situation Analysis

   iii. Implementation of promotional campaign/activities

   iv. Results

   v. If you were to do it again

   vi. Applications for life

J. Reflection Paper

The student will write a 2-page double-spaced (12 pt. Times New Roman) reflection on the value of this project. Responding to:

- What did you learn that you will be able to apply to your career? Will it help you in your current position? Lead to an increase in responsibilities? Land a new job with greater responsibility?

- What have you learned about the difficulty of strategic communication? There are many facets to strategically communicating on behalf of an organization or client to an audience—what stands out in your mind?

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist	10
Discussion Board Forum: Video Class Introduction	20
Client Selection	30
Project Selection Refinement	100
Project Presentation Video 1	200
Project Presentation Video 2	350
Project Presentation: Progress (2 at 50 pts ea)	100
Project Presentation: Progress Response Posts (2 at 50 pts ea)	100
Reflection Paper	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 487

Textbooks: None

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Brainstorming Session for Client Selection Impact Video	Course Requirements Checklist DB Forum: Class Video Introductions Client Selection	10 20 30
2	Impact Video	Project Selection Refinement	100
3	4 Impact Videos	Project Presentation Video 1: Background, Creative, Goals	200
4	Impact Video	Project Presentation: Progress 1	50
5	Impact Video	Project Presentation: Progress 1 Response Posts	50
6	Impact Video	Project Presentation: Progress 2	50
7	None	Project Presentation: Progress 2 Response Posts Project Presentation Video 2: Results	50 350
8	None	Reflection Paper	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**.