

**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 526**

#### **STRATEGIC STORYTELLING**

#### **COURSE DESCRIPTION**

Investigative journalism in the digital age.

#### **RATIONALE**

Great stories attract people—including employees, customers, members, and donors—so knowing how to spot, tell, and properly frame a story is a critical skill in the present day. Practitioners who are able to create an emotional connection between their publics and organization are well on their way to creating a brand identity. This course provides the student with a theoretical and practical understanding of strategic/directed storytelling and its role in branding for-profit, non-profit, and ministry organizations.

#### **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. Microsoft Office
- D. Adobe Creative Cloud

**IV. MEASURABLE LEARNING OUTCOMES**

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

- A. Formulate an applied, working knowledge of the storytelling toolbox.
- B. Apply in-depth storytelling and content strategies and techniques to the growth of an organization, its products and/or services, and market.
- C. Explain the advantages of a Christian worldview in the transactional marketplace.

**V. COURSE REQUIREMENTS AND ASSIGNMENTS**

- A. Textbook readings and lecture 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 (7)

Discussion boards are collaborative learning experiences. Therefore, for Discussion Board Forum 1, the student will watch and respond to all of his or her classmates' Personal Story videos. Each response must be at least 100 words. The student will submit his or her responses in a single thread, clearly indicating which classmate he or her is addressing in each response.

For Discussion Board Forums 2–6, the student will view at least 2 Discussion Presentations and respond to each with a reply of at least 200 words. Each reply will address a question the presenter introduces at the end of his or her presentation. The student is not required to submit replies in the Discussion Board Forum in which he or she submits his or her Discussion Presentation.

For Discussion Board Forum 7, the student will submit a thread in response to 1 of the 2 provided prompts. The thread must be at least 200 words. In addition to the thread, the student will reply to at least 2 classmates' threads. Each reply must be at least 150 words.

- D. Personal Story

In order to introduce himself or herself to others in the course, the student will create a 3–5-minute video that briefly tells his or her personal story. Stories are the start of a brand. Therefore, the student will discuss his or her personal “brand” and how having a sense of this brand shapes his or her story and perception of calling and vocation. The instructor will provide his or her own personal story as an example of how the student may tell his or her story.

- E. Discussion Presentation

The student will select a chapter or series of chapters from a course textbook and create a video to present the content to his or her fellow classmates. The student will submit his or her video presentation and an accompanying PowerPoint presentation of at least 5 slides to the assigned module/week's Discussion Board Forum as a thread.

F. Brand Project

The student will select a business, non-profit, ministry, or other organization and evaluate its messaging according to the general concepts of StoryBranding.

Select the Brand You Wish to Study

The student will select the organization he or she wishes to evaluate and submit a proposal to the instructor for approval and feedback. The proposal must be at least 150 words.

Outline

The student will submit an outline of his or her paper. This outline will help the instructor understand the content of the student's paper so he or she can provide the student with feedback to make the Final Paper a success. The outline must include prospective references and follow current APA format.

Final Paper

The Final Paper will consist of 5–7 double-spaced pages and follow current APA format. The paper must include at least 5 references in addition to the course textbooks and the Bible. The paper must also include a title page, abstract, and reference list. The title page, abstract, and reference list do not count towards the length requirement.

G. Final Exam

The Final Exam will cover all the Reading & Study material for the course. The exam will be open book/open notes and contain 40 multiple-choice questions, 9 true/false questions, and 1 essay question. The time limit for the exam will be 1 hour and 30 minutes.

**VI. COURSE GRADING AND POLICIES**

A. Points

Course Requirements Checklist	10
Discussion Board Forums (7 at 25 pts ea)	175
Personal Story	125
Discussion Presentation	200
Brand Project	
Select the Brand You Wish to Study	10
Outline	125
Final Paper	190
Final Exam	175
<b>Total</b>	<b>1010</b>

B. Scale

A = 940–1010 A- = 920–939 B+ = 900–919 B = 860–899 B- = 840–859  
C+ = 820–839 C = 780–819 C- = 760–779 D+ = 740–759 D = 700–739  
D- = 680–699 F = 0–679

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).

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## ***COURSE SCHEDULE***

### **STCO 526**

Textbooks: Catmull & Wallace, *Creativity, Inc.* (2014).  
Signorelli, *StoryBranding 2.0: Creating Standout Brands Through the Purpose of Story* (2014).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Catmull & Wallace: chs. 3, 5 Signorelli: chs. 2–3; chs. 4–5 3 presentations 1 website	Course Requirements Checklist Personal Story	10 125
2	Catmull & Wallace: chs. 6–7 Signorelli: ch. 6, Part IV (Essays 1–2); chs. 7–8	DB Forum 1 Discussion Presentation* Brand Project – Select the Brand You Wish to Study	25 200 10
3	Catmull & Wallace: chs. 8–9 Signorelli: ch. 9, Part IV (Essays 3–4); chs. 10–11 1 presentation	DB Forum 2 Discussion Presentation	25 *
4	Catmull & Wallace: ch. 12 Signorelli: chs. 12–13; ch. 14, Part IV (Essays 5–6) 1 presentation	DB Forum 3 Discussion Presentation Brand Project – Outline	25 * 125
5	Catmull & Wallace: ch. 13 Signorelli: chs. 15–18 1 presentation	DB Forum 4 Discussion Presentation	25 *
6	Catmull & Wallace: ch. 11, Starting Points Signorelli: chs. 19–23 1 presentation	DB Forum 5 Discussion Presentation	25 *
7	1 presentation	DB Forum 6 Brand Project – Final Paper	25 190
8	1 presentation	DB Forum 7 Final Exam	25 175
<b>TOTAL</b>			<b>1010</b>

DB = Discussion Board

\*During Module/Week 1, the student will be assigned a due date in Modules/Weeks 2–6 for his or her Discussion Presentation.

**NOTE:** Each course module/week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.