

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

COMS/STCO 534

STRATEGIC MEDIA ANALYSIS

COURSE DESCRIPTION

Analysis of the use of sight and sound to affect audiences.

RATIONALE

Strategic communication and digital media students at the graduate level must understand how the media, the messages, and the distribution channels work together to touch audiences. Analysis must be target and data-driven to achieve maximum impact. Implementing and understanding this analysis with emphasis on social, mobile, and interactive media is crucial for effective media use in the digital age

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
- E. Optional: Adobe Premiere, Photoshop and InDesign

IV. MEASURABLE LEARNING OUTCOMES

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

- A. Utilize the dynamics and analytics of media planning to assess and evaluate advertising media plans.
- B. Analyze an advertising media plan to determine strengths and weaknesses in the plan
- C. Develop effective media plans for a diversity of companies in the marketplace.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook reading, video 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 (4)
Discussion boards are collaborative learning experiences. Therefore, the student will create a thread in response to the provided prompt for each forum. Each thread must be at least 400 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 200 words. Each thread and post must contain references to support points made.
- D. Situation Analysis – Create a situation analysis including a SWOT breakdown for an assigned business or entity using a SWOT template.
- E. Media Planning Analysis - An analysis of the media plan in use for a corporation, non-profit, performer/personality or brand chosen by the student.
- F. Advertising Media Plan – A proposed advertising media plan for a business based on a video product provided in Bb.
- G. Media Analysis and Advertising Media Plan Presentations – Power Point with audio or Prezi presentation with audio of the Media Analysis and Advertising Media Plan assignments.
- H. Midterm Quiz
- I. Comprehensive Exam
This exam will demonstrate the student's understanding of the text and various assignments covered throughout the course.

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

Course Requirements Checklist	10
Class Introduction	15
Discussion Board Forums (4 @ 50 pts ea.)	200
Situational Analysis	100
Media Planning Analysis Approval	10
Media Planning Analysis	125
Media Planning Analysis Presentation	125
Advertising Media Plan	125
Advertising Media Plan Presentation	125
Mid Term	75
Comprehensive Exam	100
Total	1010

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 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](#).

COURSE SCHEDULE

COMS/STCO 534

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Kelley et al.: chs 1-5, and pgs. 325-329.	Course Requirements Checklist Class Introductions	10 15
2	Kelley et al.: chs 6-9 1 Presentation	DB Forum 1 Media Planning Assessment Approval Situation Analysis	50 10 100
3	Kelley et al.: chs 10-15	Media Planning Assessment	125
4	Kelley et al.: chs 16-23 1 Presentation	DB Forum 2 Media Planning Assessment Presentation	50 125
5	Kelley et al.: chs 24-28 1 Presentation	DB Forum 3 Midterm Quiz	50 75
6	Kelley et al.: chs 29-34	DB Forum 4 Advertising Media Plan	50 125
7	Kelley et al.: chs 35-40	Advertising Media Plan Presentation	125
8	Kelley et al.: Review Pgs. 325-329 1 Presentation	Comprehensive Final	100
TOTAL			1010

DB = Discussion Board

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**.