

**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 546**

#### **EFFECTIVE SOCIAL MEDIA**

#### **COURSE DESCRIPTION**

Using social media platforms to build a competitive advantage. Involves extensive integration and application of social media technologies.

#### **RATIONALE**

The purpose of this course is to introduce the student to the practices used in implementing social media for the purposes of organizational growth. In doing so, the student will gain an understanding of the objectives, strategies, platforms, and tactics used in social media.

#### **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

#### IV. MEASURABLE LEARNING OUTCOMES

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

- A. Formulate an applied working knowledge of social and interactive growth strategies for building an organizational footprint.
- B. Examine the dynamics of various approaches to using social media to grow organizations.
- C. Apply an integrated mix of social media applications and content in transforming organizational relationships with its affiliates.

#### 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 Forum

The student writes an introductory post, providing a brief biography along while providing other students with an understanding of what the author hopes to get from this course.

- D. Group Discussion Board Forums (6)

For this collaborative discussion board, the student will be placed into a group at the beginning of the course. The student is required to create a thread in response to the provided prompt for each forum. Each thread must be 400–450 words, demonstrate course-related knowledge, and include at least 2 citations in current APA format. In addition to the thread, the student is required to reply to 2 other classmates' threads. Each reply must be 200–250 words.

- E. Corporate Social Media Analysis (Individual)

The student will write a 5–7 page research-based paper in current APA format that focuses on a for-profit or non-profit organization that has an undeveloped or poorly-developed social media presence. The paper must include at least 8 references in addition to the course textbook and the Bible.

- F. Individual Group Prospectus

The student will write a prospectus of at least 1 page in current APA format after consulting with other members of the group.

- G. Corporate Social Media Repair

Based on the information gathered in the individual Corporate Social Media Analysis assignment, the student will write a 7–9 page research-based paper in current APA format. The paper must include at least 12 references in addition to the course textbook and the Bible.

- H. Quizzes (6)

Each quiz will cover the Reading & Study material for the assigned module/week. Each quiz will be open-book/open-notes, contain 15 multiple-choice questions, and have a 30-minute time limit.

I. Exams (2)

The Midterm Exam and Final Exam will cover the Reading & Study material for the previous modules/weeks. Each exam will be open-book/open-notes, contain 50 multiple-choice questions, and have a 2-hour time limit.

**VI. COURSE GRADING AND POLICIES**

A. Points

|  |             |
|--|-------------|
| Course Requirements Checklist                  | 10          |
| Discussion Board Introduction                  | 20          |
| Group Discussion Board Forums (6 at 65 pts ea) | 390         |
| Corporate Social Media Analysis                | 80          |
| Individual Group Prospectus                    | 30          |
| Corporate Social Media Repair (Group)          | 100         |
| Quizzes (6 at 30 pts ea)                       | 180         |
| Exams (2 at 100 pts ea)                        | 200         |
| <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).

## ***COURSE SCHEDULE***

### **STCO 546**

Textbook: Tuten & Solomon, *Social Media Marketing* (2015).

| <b>MODULE/<br/>WEEK</b> | <b>READING &amp; STUDY</b>                  | <b>ASSIGNMENTS</b>   | <b>POINTS</b>        |
|-------------------------|---|--|----------------------|
| <b>1</b>                | Tuten & Solomon: ch. 1<br>1 presentation    | Course Requirements Checklist<br>Class Introductions<br>Group DB Forum 1<br>Quiz 1 | 10<br>20<br>65<br>30 |
| <b>2</b>                | Tuten & Solomon: chs. 3–4<br>1 presentation | Group DB Forum 2<br>Quiz 2   | 65<br>30             |
| <b>3</b>                | Tuten & Solomon: ch. 5<br>1 presentation    | Group DB Forum 3<br>Quiz 3   | 65<br>30             |
| <b>4</b>                | Tuten & Solomon: ch. 2<br>1 presentation    | Corporate Social Media Analysis<br>Midterm Exam                                    | 80<br>100            |
| <b>5</b>                | Tuten & Solomon: chs. 6–7<br>1 presentation | Group DB Forum 4<br>Individual Group Prospectus<br>Quiz 4                          | 65<br>30<br>30       |
| <b>6</b>                | Tuten & Solomon: ch. 8<br>1 presentation    | Group DB Forum 5<br>Quiz 5   | 65<br>30             |
| <b>7</b>                | Tuten & Solomon: ch. 9<br>1 presentation    | Corporate Social Media Repair<br>Quiz 6  | 100<br>30            |
| <b>8</b>                | Tuten & Solomon: ch. 10<br>1 presentation   | Group DB Forum 6<br>Final Exam   | 65<br>100            |
| <b>TOTAL</b>            |   |  | <b>1010</b>          |

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**.