

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 681

NEW BEGINNINGS: STRATEGIC DIGITAL APPLICATIONS

COURSE DESCRIPTION

This course provides the student with a personalized career-oriented framework for successful completion & application of this graduate program.

RATIONALE

This is not a simple research course. It is a course that walks the many types of students from a variety of adult backgrounds through the process of coming up with an insight into a promotion/marketing situation, and then applying that insight. So research, in this case, is to come up with an insight that suggests a solution, then applying it. We are not so much studying research as we are walking through the use of research to develop strategic solutions for growing organizations/products/services/nonprofits etc. in the market. So we are teaching action-oriented research. We generally will not be talking about significance tests, etc., but we will talk about the value of quantitative and qualitative in deriving an insight, for focus groups in allowing us to see into the mind of the consumer, etc.

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. Formulate and apply life and career strategies using the strategic communication practices and digital principles gained in this graduate program.

- B. Examine the processes creating and applying strategic insights for an organization powered by digital, social, and interactive media.
- C. Apply research insights to the growth of an organization, its products, and/or its services.
- D. Explain the advantages of a Christian worldview in generating and applying research insights.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

A. Textbook readings and interactives

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 is an introduction video. For the following forums, each thread must be 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 200 words. Each thread and reply, in total, must contain at least 1 reference from the textbook reading and 1 biblical reference. Current APA format must be used.

D. Chapter Case Studies (7)

Chapter Case Studies are self-administered, guided problems that follow each of the readings. The purpose is to walk the student through the readings, emphasizing the points that will provide the foundation for understanding the overall importance of storytelling and touching narratives in communicating the benefits of an organization and/or its products and processes.

E. Course Project

The Course Project will focus on an organization that has used research to successfully shape a consumer narrative and marketing communication plan. The final product will include a 10–14-page paper and a video of at least 30 seconds.

F. Exams (3)

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 and/or true/false questions.

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

Course Requirements Checklist	10
Discussion Board Forums (4 at 40 pts ea)	160
Case Studies (7 sets at 65 pts ea)	455
Exam 1	50
Exam 2	55
Course Project Summary	30
Course Project Paper and Video	150
Final Exam	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.

VII. BIBLIOGRAPHY

Berger, J. (2013). *Contagious: Why things catch on* (Later Printing ed.). New York, NY: Simon & Schuster.

Signorelli, M. J. (2017). *StoryBranding 2.0: Creating stand-out brands through the power of story* (2nd ed.). Story-Lab Publishing.

COURSE SCHEDULE

STCO 681

Textbook: Digital Product: Hoyer, et al. *Consumer Behavior* (2018).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Hoyer: ch. 1 2 self-assessments Chapter 1 flashcards	Course Requirements Checklist DB Forum 1	10 40
2	Hoyer: chs. 2–3 6 self-assessments Chapter 2 flashcards Chapter 3 flashcards	Case Study: Case 3-0 Case Study: Case 3-1 Course Project Summary	15 50 30
3	Hoyer: chs. 5–6 4 self-assessments Chapter 5 flashcards Chapter 6 flashcards	DB Forum 2 Case Study: Case 5-1 Case Study: Case 6-1 Exam 1	40 32 33 50
4	Hoyer: chs. 7–8 1 presentation 3 self-assessments Chapter 7 flashcards Chapter 8 flashcards	Case Study: Case 8-0 Case Study: Case 8-2	20 45
5	Hoyer: chs. 9–10 5 self-assessments Chapter 9 flashcards Chapter 10 flashcards	DB Forum 3 Case Study: Case 9-2 Case Study: Case 10-2	40 32 33
6	Hoyer: chs. 11–12 4 self-assessments Chapter 11 flashcards Chapter 12 flashcards	Case Study: Case 11-2 Case Study: Case 12-1 Exam 2	32 33 55
7	Hoyer: chs. 15–16 5 self-assessments Chapter 15 flashcards Chapter 16 flashcards	DB Forum 4 Case Study: Case 15-1 Case Study: Case 16-1 Course Project Paper and Video	40 32 33 150
8	Hoyer: ch. 17 1 self-assessment Chapter 17 flashcards	Case Study: Case 17-1 Case Study: Case 17-2 Final Exam	40 25 100
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**.