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 639
THE TRANSMEDIA ORGANIZATION

COURSE DESCRIPTION
Principles and practice to strategically manage digital interactive and Transmedia organizations.

RATIONALE
This course will examine the emerging field of thought known as “transmedia” and apply these ideas to current media organizations, including—but not limited to—entertainment conglomerates and Christian media ministries.

I. PREREQUISITES
For information regarding prerequisites for this course, please refer to the Academic Course Catalog.

II. REQUIRED RESOURCE PURCHASES
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 required)
C. Microsoft Word
   (Microsoft Office is available at a special discount to Liberty University students.)

IV. MEASURABLE LEARNING OUTCOMES
Upon successful completion of this course, the student will be able to:
A. Understand the current economic and management state of the media industry.
B. Analyze the emerging transmedia organization in light of existing practices.
C. Evaluate the transmedia industry using free-market economic principles.
D. Create a strategy for Christian management in the industry.

V. COURSE REQUIREMENTS AND ASSIGNMENTS
A. Textbook readings and lecture presentations
B. Course Requirements Checklist
After reading the Syllabus and Student Expectations, the student will complete the related checklist found in Module/Week 1.

C. Discussion Board Forums (5)

The student is required to 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.

D. Professional Application Outline and References

The student will use the Professional Application Outline and References to prepare for the Professional Application Paper. The outline will include an introduction, 3 main points, and a conclusion. The reference/works cited page must include at least 5 references in addition to the course textbooks and the Bible. The outline and reference/works cited page must be in current APA or MLA format.

E. Christian Extrapolation Essay

The student will write a 5-page research-based paper in current APA or MLA format that focuses on a topic provided in the assignment instructions. The paper must include at least 8 references in addition to the course textbooks and the Bible.

F. Professional Application Paper

The student will write a 10-page research-based paper in current APA or MLA format that focuses on the topic provided in the assignment instructions. The paper must include at least 20 references in addition to the course textbooks and the Bible.

G. Final Exam

The Final Exam will encompass the Reading & Study material covered throughout this course. The exam will be open-book/open notes, contain 50 multiple-choice questions, and have a 1-hour time limit.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist 10
Discussion Board Forums (5 at 60 pts ea) 300
Professional Application Outline and References 50
Christian Extrapolation Essay 200
Professional Application Paper 250
Final Exam 200

Total 1010

B. Scale

C+. Late Assignment Policy

If the student is unable to complete an assignment on time, then he or she must
contact the instructor immediately by email.

Assignments that are submitted after the due date without prior approval from the
instructor will receive the following deductions:

1. Late assignments submitted within one week of the due date will
   receive a 10% deduction.
2. Assignments submitted more than one week late will receive a 20%
   deduction.
3. Assignments submitted two weeks late or after the final date of the
   class will not be accepted.
4. Late Discussion Board threads or replies will not be accepted.

Special circumstances (e.g. death in the family, personal health issues) will be
reviewed by the instructor on a case-by-case basis.

D. 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**

**COMS 639**


<table>
<thead>
<tr>
<th>MODULE/WEEK</th>
<th>READING &amp; STUDY</th>
<th>ASSIGNMENTS</th>
<th>POINTS</th>
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<tr>
<td>1</td>
<td>Jenkins: Introduction 1 presentation</td>
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<tr>
<td>2</td>
<td>Jenkins: ch. 1 1 presentation</td>
<td>DB Forum 2</td>
<td>60</td>
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<tr>
<td>3</td>
<td>Jenkins: ch. 2 Jenkins et al.: How to Read This Book–Introduction 1 presentation</td>
<td>Professional Application Outline and References</td>
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<td>Jenkins: ch. 3 Jenkins et al.: chs. 1–2 1 presentation</td>
<td>DB Forum 3</td>
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<td>Jenkins: ch. 4 Jenkins et al.: chs. 3–4 1 presentation</td>
<td>Christian Extrapolation Essay</td>
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<tr>
<td>6</td>
<td>Jenkins: ch. 5 Jenkins et al.: chs. 5–6 1 presentation</td>
<td>DB Forum 4</td>
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<td>Jenkins: ch. 6 Jenkins et al: ch. 7 1 presentation</td>
<td>Professional Application Paper</td>
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<tr>
<td>8</td>
<td>Jenkins: Conclusion–Afterword Jenkins et al.: Conclusion 1 presentation</td>
<td>DB Forum 5 Final Exam</td>
<td>60 200</td>
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</table>

**TOTAL** 1010

DB = Discussion Board

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