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 307
STRATEGIC COMMUNICATION

COURSE DESCRIPTION

Examines the principals and practices of impacting markets through Integrated Marketing Communications. Special emphasis is given to team problem-solving. (Formerly COMS 307)

RATIONALE

This course introduces the student to the advertising and public relations specialization(s), which equips the student to achieve the development of strategic communication tactics, programs and campaigns. The goal of this class is to introduce the student to the creative integration of advertising and public relations. The student will learn about the profession of corporate communications and its interface with marketing initiatives as well as its interface with society.

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. Explain the role of advertising and public relations in integrated marketing communications (IMC) for organizations.
B. Apply a practical working knowledge of advertising and other promotional tools.
C. Apply basic theory and principles of public relations and advertising to organizations.
D. Analyze the process of establishing an IMC campaign.
E. Investigate the advantages of a Christian worldview in the transactional marketplace.
V. Course Requirements and Assignments

A. Textbook readings and 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. Group Projects (6)

There will be 5 mini-group projects and a final group project. The class will be divided into groups of 3–5 students during the first module/week. It is the student’s responsibility to make himself/herself available to the group, communicate with other members, and participate fully. A portion of the grade will be based on the student’s individual contribution to the project. If the group consensus is that the student’s contribution was minimal or if the student did not contribute, he/she will receive either no credit or reduced credit.

D. Case Studies (3)

After reading the assigned chapters, the student will review an assigned Case Study and create an advertising sample based upon the case. The Case Studies will require creativity, research, and strategic planning. The Case Study assignments will give the student a real-world application of the materials covered in each chapter and help train the student to think more strategically and creatively. The case studies will also help to prepare for the group project.

E. Chapter Activities (4)

At the end of every chapter, there are a variety of questions and exercises to help the student apply what he/she has been learning. The chapter activities may come from review questions, critical thinking questions, or integrated learning. The activities will require the student to demonstrate knowledge of the textbook and supplemental materials. The activities may also require reflection, critical thinking, and research.

F. Exams (3)

Since the emphasis of this course is on principles and theory rather than on production, there are 3 regular exams during the course covering specific chapters from the reading. The format for the exam may include multiple-choice, true/false, listing, short-answer, and essay questions.

VI. Course Grading and Policies

A. Points

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<th>Course Requirements Checklist</th>
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<td>Group Projects</td>
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<td>Self-Introduction</td>
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<td>Group Project Decision</td>
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<td>Mini-Group Projects (5 at 20 pts ea)</td>
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B. Scale

A = 900–1010   B = 800–899   C = 700–799   D = 600–699   F = 0–599

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 course 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

## STCO 307


<table>
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<tr>
<th>Module/Week</th>
<th>Reading &amp; Study</th>
<th>Assignments</th>
<th>Points</th>
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| 1           | Clow & Baack: chs. 1, 14 1 website | Course Requirements Checklist 10  
Self-Introduction 10  
Group Project Decision 20  
Chapter Activity 1 25 |        |
| 2           | Clow & Baack: chs. 2–3 2 websites  | Mini-Group Project 1 20  
Chapter Activity 2 25 |        |
| 3           | Clow & Baack: ch. 4 1 website  | Mini-Group Project 2 20  
Chapter Activity 3 25  
Exam 1 140 |        |
| 4           | Clow & Baack: chs. 5, 8 1 website  | Mini-Group Project 3 20  
Chapter Activity 4 25 |        |
| 5           | Clow & Baack: chs. 6–7 2 websites  | Case Study 1 50  
Exam 2 140 |        |
| 6           | Clow & Baack: chs. 9–10 2 websites | Mini-Group Project 4 20  
Case Study 2 50 |        |
| 7           | Clow & Baack: chs. 11–12 2 website | Mini-Group Project 5 20  
Case Study 3 50 |        |
| 8           | Clow & Baack: chs. 13, 15 1 presentations 2 website | Final Group Project 200  
Exam 3 140 |        |
|             |                  | **Total** 1010 |        |

**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**.