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 <u>not</u> be used to purchase course materials.

COURSE SYLLABUS

STCO 533
VIDEO, SOCIAL & MOBILE PROMOTION

COURSE DESCRIPTION

This course explores the creation and use of disruptive video-intensive social and mobile integrated marketing strategies.

RATIONALE

The fastest-growing and most effective promotion strategies and techniques involve the use of video, social, and mobile devices and approaches. The student who understands the strategic importance of these areas and can implement these techniques, both separately and combined, is of greater value to all organizations that value growth.

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. RECOMMENDED RESOURCE

Burum, I. & Quinn, S. (2015). *MOJO: The mobile journalism handbook: How to make broadcast videos with an iPhone or iPad*. Burlington, MA: Taylor & Francis Group. ISBN: 9781138824904.

IV. ADDITIONAL MATERIALS FOR LEARNING

A. Computer with basic audio/video output equipment

B. Internet access (broadband recommended)

C. Microsoft Word

D. Video recording device

V. MEASURABLE LEARNING OUTCOMES

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

A. Formulate a working knowledge of visual digital channels in producing market growth for for-profit and/or non-profit organizations.

B. Examine the dynamics of various approaches to using social and mobile integrated market strategies.

C.   Apply an integrated mix of social media applications and content to grow organizations.

D.   Recognize the advantages of a Christian worldview in the transactional marketplace.

VI.   **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 Forums (3)

Discussion boards are collaborative learning experiences. Therefore, 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, demonstrate course-related knowledge, include at least 2 peer-reviewed source citations in addition to the course textbook, and integrate at least 1 biblical principle. In addition to the thread, the student is required to reply to the threads of at least 2 classmates. Each reply must be at least 200 words and include at least 1 peer-reviewed source citation in addition to the course textbook. Threads and replies must be in current APA format.

D.   Social Media/Blogging Analysis

The student will write a 2–3-page Social Media/Blogging Analysis relating to the chapters in the Scott text on both social media and blogging. The paper must include at least 1 reference for each topic in addition to the course textbook and the Bible, for a total of at least 3 references per topic and a total of 6 references for the analysis. The assignment must be in current APA format and must include a title page, abstract, and reference page, which are not included in the page count.

E.   Video Projects (2)

The student will create 2 Video Projects related to video-intensive social and mobile integrated marketing strategies.

1.   Website Video

The student will create a short, 30-second video which focuses on the topic of the student's choosing (journalism, public relations, or promotion) to be used on a website.

2.   Commercial/Promotional Video

The student will create a short, 30-second video aimed at a commercial or promotional spot for an organization of the student's choosing.

F.   Christian Worldview Reflection Paper

The student will write an 8–10-page research-based paper in current APA format that focuses on the impact of social, mobile, and video media on the applications and content needed to grow an organization, regardless of the format (journalism, promotion, sales, advertising, etc.). The paper must be from a Christian worldview and must include at least 10 references in addition to the course textbook and the Bible. The assignment must include a title page, abstract, and reference page which are not included in the page count.

G.   Chapter Quizzes (20)

Each Chapter Quiz will cover the Reading & Study material for the module/week in which it is assigned. Each quiz will be open-book/open-notes, contain 5 multiple-choice and true/false questions, and have a 30-minute time limit.

H.   Final Exam

The Final Exam will cover the Reading & Study material for Modules/Weeks 1–8. The exam will be open-book/open-notes, contain 50 multiple-choice and true/false questions, and have a 2-hour time limit.

VII.   COURSE GRADING AND POLICIES

A.   Points

Course Requirements Checklist	10
Discussion Board Forums (3 at 50 pts ea)	150
Social Media/Blogging Analysis	100
Video Projects	
Website Video	100
Commercial/Promotional Video	100
Christian Worldview Reflection Paper	200
Chapter Quizzes (20 at 10 pts ea)	200
Final Exam (Modules 1–8)	150
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 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 533

Textbook: Scott, *The New Rules of Marketing and PR* (2017).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Scott: chs. 1–2, 4–5, 15 1 presentation	Course Requirements Checklist Class Introductions DB Forum 1 Chapter Quiz 1 Chapter Quiz 2 Chapter Quiz 3	10 0 50 10 10 10
2	Scott: chs. 7–8 1 presentation	Social Media/Blogging Analysis Chapter Quiz 4 Chapter Quiz 5	100 10 10
3	Scott: chs. 6, 16–17 1 presentation	Video Project – Website Video Chapter Quiz 6 Chapter Quiz 7 Chapter Quiz 8	100 10 10 10
4	Scott: chs. 1–3, 9, 18–19 1 presentation	DB Forum 2 Chapter Quiz 9 Chapter Quiz 10 Chapter Quiz 11 Chapter Quiz 12	50 10 10 10 10
5	Scott: ch. 14 1 presentation	Video Project – Commercial/Promotional Video Chapter Quiz 13	100 10
6	Scott: chs. 12–13 1 presentation	Christian Worldview Reflection Paper Chapter Quiz 14 Chapter Quiz 15	200 10 10
7	Scott: ch. 20–22 1 presentation	DB Forum 3 Chapter Quiz 16	50 10
8	Scott: chs. 18–21 1 presentation	Chapter Quiz 17 Chapter Quiz 18 Chapter Quiz 19 Chapter Quiz 20 Final Exam	10 10 10 10 150
		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**.