

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 697

SPECIAL TOPICS: OVERVIEW OF PUBLIC RELATIONS AND ADVERTISING

COURSE DESCRIPTION

This course allows graduate students to explore marketing communication, specifically public relations and advertising. This course is taught from an Integrated Marketing Communication (IMC) perspective. IMC incorporates public relations, advertising, marketing, sales, event promotion/sponsorship, etc. into one unified campaign with a common theme or element. This course focuses on the theory, models, and findings from research in marketing, communication, and management that are relevant to the design and evaluation of advertising.

RATIONALE

The purpose of this course is to provide students with a theoretical and practical understanding of the contemporary world of Advertising and Public Relations and its role in business, government, not-for-profit, and community organizations. It is an excellent complement to all three areas of concentration in the MA in Communications (Organizational and Interpersonal Communication, Media Studies, and Rhetorical Communication Studies) due to the theoretical framework and practical real-world application; however, this course is integral to anyone pursuing the Organizational and Interpersonal Communication track.

I. PREREQUISITES

None.

II. REQUIRED RESOURCE PURCHASES

Click on the following link to view the required resources 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 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. Identify the term “IMC” and explain the various tools used in an IMC campaign.
- B. Recognize the different types of ad agencies and how they operate.
- C. Explain the role of IMC in marketing and explore marketing strategy.
- D. Consider various factors involved in media planning, buying and evaluating.
- E. Comprehend decision-making in the areas of creative strategy, tactics, and media.
- F. Investigate different databases and methodologies for primary and secondary research.
- G. Characterize common theories for accessing and interpreting consumer behavior.
- H. Examine the different formulas, percentages, and perspectives involved in creating a budget.
- I. Develop and evaluate an effective IMC campaign to meet short-term and long-term objectives.
- J. Explore the relationship between professional and personal ethics and a biblical worldview.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings

- B. Discussion Board forums (8)

Each week in a Discussion Board forum, students will discuss their textbook reading. By Wednesday night, the student must post a 150-word thread answering questions provided. By Sunday night, the student will reply to the threads of at least 2 classmates, commenting (in 150 words or more) on their answers.

- C. Application Assignments (8)

Each week in the Assignments folder, students will find a set of questions on various chapters from the Belch textbook. These questions are for analysis and application, are more involved than those in the Discussion Board forums, and may even require research. Answers must be submitted in a Word document by Sunday night of the module/week assigned.

- D. Ethics Paper

Students will write an Ethics Paper exploring a few of the most controversial issues in PR and Advertising. This paper will allow them to use a professional code of ethics as well as the Bible in order to defend their positions on the issues they choose. The Ethics Paper must be 3–4 pages in length and is due by the end of Module/Week 4.

E. Midterm Exam

Students will take the Midterm Exam covering the textbook readings from Modules/Weeks 1–4 (Belch: chs. 1–6; 21). It contains 50 multiple-choice questions, is closed-book, and must be completed in 90 minutes. The Midterm Exam is due by the end of Module/Week 4.

F. Final Exam

Students will take the Final Exam covering the textbook readings from Modules/Weeks 5–8 (Belch: chs. 7–15). It contains 50 multiple-choice questions, is closed-book, and must be completed in 90 minutes. The Final Exam is due by the end of Module/Week 8.

VI. COURSE GRADING AND POLICIES

A. Points

Discussion Board forums (8 at 25 pts ea)	200
Application Assignments (8 at 40 pts ea)	320
Ethics Paper	80
Midterm Exam (Modules 1–4)	200
Final Exam (Modules 5–8)	200
Total	1000

B. Scale

A = 940–1000 A- = 920–939 B+ = 900–919 B = 860–899 B- = 840–859
C+ = 820–839 C = 780–819 C- = 760–779 F = 759 and below

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.

COURSE SCHEDULE

COMS 697

Textbook: Belch & Belch, *Advertising and Promotion: An Integrated Marketing Communications Perspective* (2009).

WEEK/ MODULE	READING & STUDY	ASSIGNMENTS	POINTS
1	Belch: chs. 1–2	Course Requirements Checklist Discussion Board Forum 1 Application Assignment 1	0 25 40
2	Belch: chs. 3–4	Discussion Board Forum 2 Application Assignment 2	25 40
3	Belch: chs. 5–6, 22	Discussion Board Forum 3 Application Assignment 3	25 40
4	---	Discussion Board Forum 4 Application Assignment 4 Ethics Paper Midterm Exam	25 40 80 200
5	Belch: chs. 7–8	Discussion Board Forum 5 Application Assignment 5	25 40
6	Belch: chs. 9–10	Discussion Board Forum 6 Application Assignment 6	25 40
7	Belch: chs. 11–12, 15	Discussion Board Forum 7 Application Assignment 7	25 40
8	Belch: chs. 13–14	Discussion Board Forum 8 Application Assignment 8 Final Exam	25 40 200
TOTAL			1000

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.