

CONTENT MARKETING



Sample Syllabus

Instructor: Name

E-mail: Email Address

Office Hours: By appointment

Course Meeting Details: Day & Time, Location

Required Text: *Content Marketing Strategies: Planning, Creating, and Distributing Content*

Course Overview

Content marketing has recently become one of the most popular and effective digital marketing strategies. And with the rise of video marketing, podcasting, and mobile design, content now takes many different forms. At the intersection of development, creativity, and marketing, content marketing is an art that requires an understanding of many different disciplines.

In Introduction to Content Marketing, students will get a crash course on the most common forms of content creation as well as the methods to drive website traffic and subsequent new business. Marketing principles such as inbound marketing, positioning, segmentation, social media marketing, and email marketing will also be discussed.

Learning Outcomes

After successfully completing the course, students will have the skills necessary for an entry level position in digital marketing, content marketing, social media, email marketing, or web writing:

- Write, produce, or record new content that appeals to a business's target audience
- Integrate multiple forms of media into a single piece of content to maximize impact
- Create a full content strategy to help a business meet its digital marketing goals
- Promote content via the appropriate channels and platforms to reach the proper audience
- Update content based on a data-driven approach

Grade Breakdown

Quizzes: 15 points each

Assignments: 20 points each

Mimic Simulation: 200 points

Midterm Exam: 100 points

Final Exam: 100 points

Participation: 40 points

TOTAL: 1000 points



Grading Details

Quizzes

Quizzes for each courseware chapter of assigned reading are completed through the Stukent courseware according to the course schedule. All quizzes should be completed before class and should be completed independently.

Assignments

Each chapter includes an assignment where students plan, create, distribute, and analyze content for two client businesses: a B2B software company and a B2C restaurant. Assignments relate to one another in order to simulate a real content marketing relationship with two very different clients. All assignments should be completed before class and should be completed independently.

Mimic Simulation

Similar to chapter assignments, the Mimic Simulation puts students into a real-world content marketing scenario. Students manage a content marketing team for Buhi, a backpack company that caters to multiple audiences. As is often the case with content marketers, students will spend some time creating content and other times planning, budgeting, and delegating.

While the simulation does not begin until after the midterm exam, students are expected to complete one round between each class period from the midterm until the end of the semester. The simulation is to be done independently, although there will be rounds which are evaluated by other students (chosen at random through the online courseware).

The simulation will be scored at the conclusion of all 10 rounds. Student performance is calculated based on their targeting, content creation, budgeting, planning, and distribution abilities.

Midterm and Final Exam

Exams are designed to assess knowledge and applications learned throughout the course. The final exam is not cumulative.

Participation

One of the most important aspects of content marketing is the ability to communicate with others, both within and outside your team. Students are expected to be active participants in class to receive full points.



Course Calendar

Disclaimer: I reserve the right to change the course calendar to take advantage of new opportunities or adjust to our circumstances, and will notify you if this happens.

Week	Topic/Assessments	Readings/Assignments Due
1 – Mon	Course overview	Set up Stukent/Mimic account
1 – Wed	What is Content Marketing?	Read Chapter 1
2 – Mon	Content and Its Different Forms	Read Chapter 2 Chapter 1 Assignment Chapter 1 Quiz
2 – Wed	Marketing Principles	Read Chapter 3 Chapter 2 Assignment Chapter 2 Quiz
3 – Mon	Marketing Principles	
3 – Wed	Blogging	Read Chapter 4 Chapter 3 Assignment Chapter 3 Quiz
4 – Mon	Blogging	
4 – Wed	Video Content	Read Chapter 5 Chapter 4 Assignment Chapter 4 Quiz
5 – Mon	Video Content	
5 – Wed	Audio Content	Read Chapter 6 Chapter 5 Assignment Chapter 5 Quiz
6 – Mon	Audio Content	
6 – Wed	Visual Content	Read Chapter 7 Chapter 6 Assignment Chapter 6 Quiz
7 – Mon	Events, Downloads, and Other Content	Read Chapter 8 Chapter 7 Assignment Chapter 7 Quiz
7 – Wed	Events, Downloads, and Other Content	Chapter 8 Assignment
8 – Mon	Midterm Exam	Chapter 8 Quiz



8 – Wed	Selecting a Social Media Platform	Read Chapter 9
9 – Mon	Selecting a Social Media Platform	Mimic Sim Round 1
9 – Wed	Sharing Content on Social Media	Read Chapter 10 Chapter 9 Assignment Chapter 9 Quiz Mimic Sim Round 2
10 – Mon	Search Engine Optimization	Read Chapter 11 Chapter 10 Assignment Chapter 10 Quiz Mimic Sim Round 3
10 – Wed	Search Engine Optimization	Mimic Sim Round 4
11 – Mon	List Building and Email Marketing	Read Chapter 12 Chapter 11 Assignment Chapter 11 Quiz Mimic Sim Round 5
11 – Wed	List Building and Email Marketing	Mimic Sim Round 6
12 – Mon	Refreshing Older Content	Read Chapter 13 Chapter 12 Assignment Chapter 12 Quiz Mimic Sim Round 7
12 – Wed	Content Marketing Analytics	Read Chapter 14 Chapter 13 Assignment Chapter 13 Quiz Mimic Sim Round 8
13 – Mon	Online Advertising	Read Chapter 15 Chapter 14 Assignment Chapter 14 Quiz Mimic Sim Round 9
13 – Wed	The Business of Content Marketing	Read Chapter 16 Chapter 15 Assignment Chapter 15 Quiz Mimic Sim Round 10
14 – Mon	Final Exam Prep	Chapter 16 Assignment Chapter 16 Quiz
14 – Wed	Final Exam	