



**Fermanian School of Business**  
**Point Loma Nazarene University**  
**BMK 4050: Digital Marketing Content**  
**Number of Units: 3**

**Fall 2023 – Quad 2**

<b>Meeting days:</b> Online Only	<b>Instructor:</b> Christina Kalberg, MBA
<b>Meeting times:</b> Online Only	<b>Phone:</b> (760) 532-4849
<b>Meeting location:</b> Canvas	<b>E-mail:</b> ckalberg@pointloma.edu
<b>Final Exam:</b> WK 8	<b>Office location and hours:</b> FSB 133 Mondays and Wednesdays from 9a-10:45a Tuesdays and Thursdays by appointment

**PLNU Mission**

**To Teach ~ To Shape ~ To Send**

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

**Fermanian School of Business Mission**

**Character – Professionalism – Excellence – Relationships – Commitment – Innovation**

As members of a vital Christian community, we strive to provide high quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice.

**INTRODUCTION:**

The Internet is a dynamic marketplace if there ever was one. This class will give you the theoretical understanding of the internet marketplace necessary to adapt to its many changes, while also equipping you with the skills you'll need to perform vital daily functions. By the end of the course, you will be able to walk into any company with an online presence and improve their use of the Internet.

The world has changed radically in the past decade. The way that people live, shop, work and buy has been transformed. As a result, companies - from small businesses to Fortune 500 companies -

have been forced to adapt. This course will cover the primary methodology and tools that businesses must take to get more visitors, leads, customers, and promoters.

This course uses free certifications, resources, exercises, and software to create a comprehensive approach to running and growing a business. It is a framework to prepare students to enter the world of digital and social media marketing as educated and informed professionals.

### **A FEW WORDS ABOUT YOUR INSTRUCTOR:**

I am currently a full-time Assistant Professor of Marketing in the Fermanian School of Business. Before becoming a full-time Professor, I held the position of Executive Director for seven years at two local nonprofits, where my team and I raised nearly \$5M. For over 20 years, I have been helping organizations grow their business and extend their brand awareness through strategic integrated B2B and B2C marketing, fundraising, public relations, public advocacy, public speaking, and leadership. I've raised over \$40M for local nonprofits using online and offline tactics such as sales, organic and paid advertising, email marketing, social media marketing, search engine marketing, search engine optimization, designing conversion-centered websites and landing pages.

As a senior-level executive, I have effectively integrated passion and in-depth skill into well-crafted strategic marketing, public relations, social media, and fundraising campaigns to directly fuel multi-million-dollar revenue growth. I am described by others as a foresighted change agent originating life-cycle business, ensuring implementation through effective integrated business and leadership skills as well as a decisive manager of multi-million-dollar budgets.

I graduated from Point Loma Nazarene University's M.B.A. program in 2010. As an alum, I appreciate all of the hard work that each student puts forth and will honor that as I serve you in the classroom.

I am a Christian who believes that integrity is the most important quality needed for someone to be successful in business and life. I also believe that we are all light in the workplace and that others should know we are different by our actions and behavior. Business life can be a platform to bring others to Christ. I also believe that serving others in all that we do can lead to one's own personal success in this life and that we all have the ability to extend grace and mercy to those around us.

### **COURSE DESCRIPTION**

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A study of digital marketing content issues relevant to marketers. Topics include content development and campaign execution for digital marketing channels, driving online traffic, generating leads and converting leads into customers.

### **COURSE LEARNING OUTCOMES**

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Upon successful completion of the course you are going to be able to:

1. Exhibit an understanding of digital marketing content concepts, practices and issues relevant to marketers (PLO 1 & G1).
2. Describe best practices in digital marketing content and cite industry changes for the top platforms that affect businesses today (PLO 1 & G1).
3. Create a comprehensive Content Marketing Strategy that enables a business to attract and convert customers (PLO 2, G1 & G2).

4. Determine the appropriate KPIs for digital marketing content (PLO 2 & G1).
5. Demonstrate expertise in Hootsuite social media marketing (PLO 3 & 5).

### **COURSE CREDIT HOUR INFORMATION**

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In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3-unit class delivered over 8 weeks. It is anticipated that students will spend a minimum of 37.5 participation hours per credit hour on their coursework. For this course, students will spend an estimated 120 total hours meeting the course learning outcomes. The time estimations are provided in the Canvas modules.

### **STATE AUTHORIZATION**

State authorization is a formal determination by a state that Point Loma Nazarene University (PLNU) is approved to conduct activities regulated by that state. In certain states outside California, PLNU is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether PLNU is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map on [State Authorization](#) to view which states allow online (distance education) outside of California.

### **REQUIRED TEXT AND EXAM INFORMATION**

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1. Required Textbook: This course uses a digital textbook titled, *Content Marketing Strategies: Planning, Creating and Distributing Content*. Once you sign into Canvas and select the course, there will be a Stukent button on the left-hand side navigation bar. There you will click on the button and Launch into Stukent where you will register for the course and purchase the textbook and Simternship™.
2. Required: Stukent Content Marketing Simternship™. The simulation provides students hands-on educational experiences with important elements of content marketing in a fictitious scenario in which they take on the role of content marketing manager at Buhi Supply Co. Student work includes creating strategic content requests with the goal of increasing conversion rate, social media subscribers, podcast subscribers, email subscribers, and ultimately revenue. Along the way, students have the opportunity to create content as well. At the end of this simulated internship, students will be able to:
  - Analyze target market personas
  - Plan content based on target market and search intent
  - Create blogs, podcasts, and videos
  - Research and identify best keywords for SEO
  - Allocate a content budget
  - Assess peer's work and deliver constructive feedback
  - Analyze metrics to determine the best content marketing strategy
  - Apply best practices for content execution and creation

3. Required: HubSpot Content Marketing Certification Midterm Exam. This certification course will give you an overview of how to become an effective content marketer. You will learn a content creation framework for producing effective content on a consistent basis, how to create and repurpose content that both humans and search engines will love, and how to become a stronger, leaner, and more strategic content marketer. Log in to your HubSpot account and find the Content Marketing Certification course to begin studying for the exam. You must take the exam during the scheduled time, see Canvas for details. DO NOT take the exam before the assignment opens in Canvas. You will need to pass the certification exam to receive full credit. It is pass or fail. If you pass you get 100% of the total points. If you fail, you get zero points.
4. Required: Hootsuite Social Marketing Certification FINAL Exam. You will get your Hootsuite Social Marketing Certification. The online exam is based on Hootsuite's online training courseware – you will develop foundational social marketing skills to grow followers, engagement, and business results. The course materials and exam will take approximately eight hours in total. You must take the exam during the scheduled time, see Canvas for details. DO NOT take the exam before the assignment opens in Canvas. You need to pass to receive full credit. Follow the instructions provided by the instructor to register for the course and certification exam. It is pass or fail. If you pass you get 100% of the total points. If you fail, you get zero points.

### **ARTIFICIAL INTELLIGENCE (AI) POLICY**

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You are allowed to use Artificial Intelligence (AI) tools (e.g, ChatGPT, iA Writer, Marmot, Botowski, etc.) in this course for first drafts ONLY. Any work that utilizes AI-based tools must be clearly identified as such, including the specific tool(s) used. For example, if you use ChatGPT, you must cite ChatGPT including the version number, year, month and day of the query and the statement “Generated using OpenAI. <https://chat.openai.com/>”

If used, the student must report it and a copy of the AI-generated work must be provided. *The AI-generated work is not sufficient.* You must “own” the work by making revisions that align with the specific assignment and it must be clear that your final submission is uniquely your “own” work. Credit will not be given for work that is AI-generated, without your additions to align with the assignment.

### **COURSE SCHEDULE AND ASSIGNMENTS**

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#### **Weekly Quizzes (14; 20 pts. each):**

The textbook is well written and contains a lot of basic information about content marketing. Throughout the semester there will be weekly online quizzes that students will complete in Canvas. The purpose of these quizzes is to ensure that students have read and understood the textbook chapters. **Students will complete 14 quizzes. There are NO makeup quizzes.** *All weekly quizzes are due the week it falls on by Sunday at 11:59 p.m. (see class schedule and Canvas for due dates).*

#### **Video Comments (8; 15 pts. each):**

Students will watch videos throughout the semester. The videos will be recorded by the professor and embedded into Canvas for students to view. Each video will be a brief lecture on the assigned

reading for the week. To complete the assignment, students will comment on each assigned video about one specific thing you learned from the video. In addition, students may ask a clarifying question about a particular point or topic discussed in the video. Students may reply to each other and offer additional insight. **The only requirement to complete the assignment is to comment one specific thing you learned from the video, the clarifying question and replying to others with additional insight is optional.** This will help create a simulated live class session in an online class environment and enhance the learning experience for each student. *All lecture video comments are due the week it falls on by Friday at 11:59 p.m. (see class schedule and Canvas for due dates).*

**Content Marketing Simternship™ (10 rounds; 25 pts. each):**

Students will individually complete each round without the assistance of anyone else. Students will be graded each round. *Each round is due the week it falls on by Sunday at 11:59 p.m. (see class schedule and Canvas for due dates).*

**Current Trend Presentation (100 pts. for presentation; 40 pts. for comments):**

All students must present the assigned current trend during the semester. You will be paired with other student(s) in the course and must record a 15-minute presentation. Be creative and engaging as you present, especially since it's virtual! Teaching the class new information related to the topic, providing tips for how to implement it in business today, real-world examples that illustrate your key points, credible references providing evidence that what you're saying is current and well researched, creativity, visual appeal and slides free of grammar/spelling errors will earn you the most points. You must dress professionally; a blazer and collared shirt is preferred. Late presentations will receive a zero, no exceptions. *All presentations are due the week it falls on by Friday at 11:59 p.m. (see class schedule and Canvas for due dates).*

*If you are not presenting that week, then you will individually view the presentation in Canvas and post one question, comment, and piece of constructive feedback by Sunday at 11:59 p.m.* Every student will submit four questions/comments/feedback in total (one per presentation). You do not have to comment on your own presentation. This is intended to help provide an atmosphere of honest critique so that everyone may improve in their presentation skills. (Presenters: be sure to follow up to answer any questions your peers ask about your presentation!)

**HubSpot Content Marketing & Hootsuite Social Marketing Certifications (100 pts. each):**

Each student will be required to take two industry exams and receive marketing certifications if the exam is passed according to the requirements. You will need to pass the certification exam to receive full credit.

**ASSESSMENT AND GRADING**

ASSIGNMENTS	POINTS	GRADE SCALE
Academic Honesty Verification	5	A=93-100% F=0-59%
Introduce Yourself	5	A-=92-90%

Weekly Quizzes (14 total; 20 pts. ea.)	280	B+=87-89% B=83-86% B-=80-82% C+=77-79% C=73-76% C-=70-72% D+=67-69% D=63-66% D-=60-62%
Video Comment Assignments (8 total; 15 pts. ea.)	120	
Content Marketing Simternship (10 rounds; 25 pts. ea.)	250	
Current Trend Presentation & Comment (100 pts. for presentation; 10 pts. for each comment, 40 pts. total for comments)	140	
Certification Exams (2; 100 pts. each)	200	
<b>TOTAL</b>	1,000	

### **DUE DATES AND LATE ASSIGNMENTS**

All assignments are to be submitted/turned in when they are due—see details in Canvas. Late work will not be accepted for credit except in the following University-sanctioned circumstances: illness (with doctor’s note), death, university-sponsored field trip or activity, military obligation, or religious holiday. There are no makeup quizzes or exams.

### **PLNU COPYRIGHT POLICY**

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

### **PLNU ACADEMIC HONESTY POLICY**

See Adult Undergraduate Academic and General Policies for definitions of kinds of academic dishonesty and for further policy information.

During the first week of class, you will be asked to submit an Academic Honesty Verification Statement. Submitting the statement is a requirement of this course. By submitting the Academic Honesty Verification Statement, you will be verifying all assignments completed in this course were completed by you. Carefully review the Academic Honesty Statement below.

Statement: “In submitting this form, I am verifying all the assignments in this course will be completed by me and will be my own work.”

### **PLNU ACADEMIC ACCOMMODATIONS POLICY**

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting

the Educational Access Center (EAC), located in the Bond Academic Center ([EAC@pointloma.edu](mailto:EAC@pointloma.edu) or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC.

### **PLNU ATTENDANCE AND PARTICIPATION POLICY**

Regular and punctual attendance at all **synchronous** class sessions is considered essential to optimum academic achievement. Therefore, regular attendance and participation in each course are minimal requirements. If the student is absent for more than 10 percent of class sessions (virtual or face-to-face), the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university withdrawal date or, after that date, receive an "F" grade.

In some courses, a portion of the credit hour content will be delivered **asynchronously** and attendance will be determined by submitting the assignments by the posted due dates. See [ADC Academic Policies in the Graduate and Professional Studies Catalog](#).

***Online Asynchronous Attendance/Participation Definition:*** Students taking online courses with no specific scheduled meeting times are expected to actively engage throughout each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes, but is not limited to:

- Engaging in an online discussion
- Submitting an assignment
- Taking an exam
- Participating in online labs
- Initiating contact with faculty member within the learning management system to discuss course content

Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.

Students who anticipate being absent for an entire week of a course should contact the instructor in advance for approval and make arrangements to complete the required coursework and/or alternative assignments assigned at the discretion of the instructor.

## **FINAL EXAMINATION POLICY**

Successful completion of this class requires taking the final examination on its scheduled day. The final examination schedule is posted on the Class Schedules site. If you find yourself scheduled for three (3) or more final examinations on the same day, you are authorized to contact each professor to arrange a different time for one of those exams. However, unless you have three (3) or more exams on the same day, no requests for alternative final examinations will be granted.

## **SPIRITUAL CARE**

PLNU strives to be a place where you grow as a whole person. To this end we provide resources for our Graduate and Adult Undergraduate students to encounter God and grow in their Christian faith. At the Mission Valley (MV) campus we have an onsite chaplain who is available during class break times across the week. If you have questions for, desire to meet or share a prayer request please email [mvchaplain@pointloma.edu](mailto:mvchaplain@pointloma.edu).

In addition, on the MV campus there is a prayer chapel on the third floor which is open for use as a space set apart for quiet reflection and prayer.

## **INSTRUCTOR FEEDBACK**

Assignments will be graded as soon after the due date as possible and grades for the week will be posted to the Canvas gradebook. If an immediate response is needed text the instructor.

## **USE OF TECHNOLOGY**

In order to be successful in your course, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements](#) information. Additionally, students are required to have headphone speakers, microphone, or webcams compatible with their computer available to use for any online or hybrid classes. Please note that any course with online proctored exams require a computer with a camera (tablets are not compatible) to complete exams online.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

## **ASSIGNMENTS AT-A-GLANCE** *(next page and subject to change)*

WK	Topics	Learning Activities (Readings, External Videos, Articles, Podcasts)  (S) = Student to Student Interaction	Discussion Boards  (S) = Student to Student Interaction	Homework (Quantitative, Papers)  (S) = Student to Student Interaction	Other (Case Studies, Simulations, Group Projects, Presentations)  (S) = Student to Student Interaction	Faculty Interaction {Faculty Recorded Content (eg. video or podcast, <u>Optional</u> Live Zoom for exam prep only) (S) = Student to Student Interaction	Points (Total must equal 1000)	Student Hours (Total range 112.5 to 120)
1	1. What is Content Marketing? 2. The Business of Content Marketing	1. Read Ch. 1 & 16 2. Watch Lecture Videos on Ch. 1 & 16	1. Video Comment 2. Introduce Yourself	1. Academic Honesty Verification 2. Quiz 1 – Ch. 1 3. Quiz 2 – Ch. 16	1. Current Trend Presentation #1 & Comment	1. Welcome Video	75-165	12
2	1. Content and Its Different Forms 2. Marketing Principles	1. Read Ch. 2 & 3 2. Watch Lecture Videos on Ch. 2 & 3	1. Video Comment	1. Quiz 3 – Ch. 2 2. Quiz 4 – Ch. 3	1. Current Trend Presentation #2 & Comment	1. Optional: Zoom Office Hours Wednesday 5p-6p	65-155	10
3	1. Blogging: Writing for the Web 2. Video Content	1. Read Ch. 4 & 5 2. Watch Lecture Videos on Ch. 4 & 5	1. Video Comment	1. Quiz 5 – Ch. 4 2. Quiz 6 – Ch. 5 3. Content Marketing (CM) Simternship Rounds 1 & 2	1. Current Trend Presentation #3 & Comment	1. Optional: Zoom Office Hours Wednesday 5p-6p	115-205	18
4	1. Podcasts and Other Audio Content 2. Visual Content	1. Read Ch. 6 & 7 2. Watch Lecture Videos on 6 & 7	1. Video Comment	1. Quiz 7 – Ch. 6 2. Quiz 8 – Ch. 7 3. CM Simternship Rounds 3 & 4	1. Complete HubSpot Content Marketing Exam	1. Optional: Zoom Office Hours Wednesday 4p-5p	205	18
5	1. <b>Week 5 is a Light Week – Happy Thanksgiving!</b> Events, Downloads and More	1. Read Ch. 8 2. Watch Lecture Video on 8	1. Video Comment	1. Quiz 9 – Ch. 8			35	2
6	1. Selecting a Social Media Platform 2. Sharing Content on Social Media	1. Read Ch. 9 & 10 2. Watch Lecture Videos on 9 & 10	1. Video Comment	1. Quiz 10 – Ch. 9 2. Quiz 11 – Ch. 10 3. CM Simternship Rounds 5 & 6	1. Current Trend Presentation #4 & Comment	1. Optional: Zoom Office Hours Wednesday 4p-5p	115-205	18

7	1. Search Engine Optimization 2. List Building and Email Marketing	1. Read Ch. 11 & 12 2. Watch Lecture Videos on Ch. 11 & 12	1. Video Comment	1. Quiz 12 – Ch. 11 2. Quiz 13 – Ch. 12 3. CM Simternship Rounds 7 & 8	1. Current Trend Presentation #5 & Comment	1. Optional: Zoom Office Hours Wednesday 4p-5p	115-205	18
8	1. Content Marketing Analytics	1. Read Ch. 14 2. Watch Lecture Video on Ch.14	1. Video Comment	1. Quiz 14 – Ch. 14 2. CM Simternship Rounds 9 & 10	1. Hootsuite Social Marketing Exam		185	18