**Fermanian School of Business**

**Point Loma Nazarene University**

**MKT 4050: Digital Marketing Content**

**Number of Units: 3**

**Spring 2026 – Section 1**

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| **Meeting days:** Mondays/Wednesdays | **Instructor:** Christina Kalberg, MBA |
| **Meeting times:** 10:55a-12:10p | **Phone:** (760) 532-4849 |
| **Meeting location:** FSB 102 | **E-mail:** ckalberg@pointloma.edu |
| **Final Exam: Wednesday, May 6th from 10:30 a.m. to 1:00 p.m.** | **Office location and hours:** FSB 126 Mondays and Wednesdays from 9a-10:45a and 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 is an expression of faith. Being of Wesleyan heritage, we strive 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 Associate Professor of Marketing in the Fermanian School of Business. Before becoming a full-time Professor, I held the position of Executive Director and Chief Marketing Officer for local nonprofits. 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**

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**

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**

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 16 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.

**REQUIRED TEXTS**

1.  Active Boodlebox account.

2.  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™.

    LomaBooks Instructions for Students:

    *This course is part of our course material delivery program,* **LomaBooks***. The bookstore will provide each student with a convenient package containing all required physical materials; all digitally delivered materials will be integrated into Canvas.*

    *You should have received an email from the bookstore confirming the list of materials that will be provided for each of your courses and asking you to select how you would like to receive any printed components (in-store pick up or home delivery). If you have not done so already, please confirm your fulfillment preference so the bookstore can prepare your materials.*

    *For more information about* **LomaBooks,** *please go:* [HERE](HERE)

3.  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

4. Required Textbook: *GenAI Essentials*. 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 gain free access to the textbook and Simternship™.

5. 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. Login to your HubSpot account and register for the Content Marketing Certification course. You must take the exam during the scheduled time, see Canvas for details. DO NOT take the exam before the designated Midterm Exam day and time. You will need to pass the certification exam to receive full credit.

6. Required: Hootsuite Social Marketing Certification Exam. You will get your Hootsuite Social Marketing Certifications. The online exam is based on Hootsuite's online training courseware – you will develop skills to use Hootsuite's social media marketing (SMM) automation platform and learn foundational SMM tactics to grow followers, engagement, and business results. The course materials and exam will take approximately 10 hours in total. You must take the exam during the scheduled time, see Canvas for details. DO NOT take the exams before the designated exam day and time provided in the syllabus. You need to pass the exam to receive full credit. Follow the professor's instructions to register for the training course.

**ARTIFICIAL INTELLIGENCE (AI) POLICY**

You are allowed to use alternative sources of intelligence (AI) tools (e.g., ChatGPT, iA Writer, Gemini, etc.) in this course for brainstorming and idea generation. You may NOT use AI on exams in this course or cite AI as a source for any research or evidence-based work. Follow the professor's verification process outlined below when using AI to help you find information to include in your marketing efforts:

1. Cross-reference it by searching for the same information on sources like Google or Google Scholar. Find two or more sources that contain the same piece of information.

2. Establish the credibility of each source in step 1. To do so, check who else is citing the source (at least one other) and determine whether the information is current (within the past 12 months).

3. Follow Google's E-EAT guidelines (experience, expertise, authority, and trustworthiness). Provide at least two additional sources that establishes the company as an authority on the piece of information based on points 1 and 2 above. Cite both sources using APA 7th edition in-text and reference guidelines.

Any work that utilizes AI-based tools must be clearly cited per APA 7th edition guidelines. Here is an example of proper a citation:

OpenAI. (2024). *ChatGPT* (version 3.5) [Large language model]. Retrieved from https://chat.openai.com/chat.

Plagiarism is defined as using or taking credit for someone or something else's work without permission or acknowledgment. If you use AI tools to generate work in this course and do not properly cite it then it is considered plagiarism and will be reported to the university as an Academic Integrity violation. In addition to reporting plagiarism to the university, students who use AI to generate work and do not properly cite it will receive a zero on the assignment submitted.

Students must provide a copy of the AI-generated work along with the proper citation. *The AI-generated work is not sufficient.* You must "own" the work by making revisions that align with the specific assignment objective(s) 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 evidence of your "human touch."

Lastly, you may not copy and paste anything from the textbook used in this course and upload it into an AI tool. That is copyright infringement and will be dealt with as an academic honesty integrity violation.

**COURSE SCHEDULE AND ASSIGNMENTS**

**Introduction: What is Your Why (5 pts.):**

Each student will introduce themselves to the class on day 1. You will share your "why" *(see Canvas for details)*.

**Quizzes (12; 15 pts. each):**

The textbook is well written and contains a lot of general information about content marketing. Throughout the semester there will be quizzes that students will complete independently. The purpose of these quizzes is to ensure that students have read and understood the textbook chapters. **Students will complete 12 quizzes in class. There are NO makeup quizzes.** *(see class schedule and Canvas for due dates).*

**Content Development Labs (9; 5 pts. each):**

Students get the opportunity to practice building and training a custom GPT for original content development during class. You will receive credit for attending the class session and actively engaging and participating in the work session. Students only receive credit for this lab if they arrive on-time and remain in class the entire duration. Points are not available to students that are late, leave early or absent.

**Reflections (14; 5 pts. each):**

Students will complete reflections based on specific devotionals in-class. Students will only receive credit if they are present and on-time to the class session. Points are not available to students that are late or absent or leave early.

**GenAI Presentation on Assigned Topic (100 pts. total):**

Students will choose a group they want to work with and present on an assigned topic. Each group will create visually appealing and informational slides to present according to the presentation schedule in

Canvas. Each student will be required to research credible sources outside of the textbooks and included a minimum of 10 references. The formal presentation should be 15 minutes. You must dress professionally. Late presentations will receive a zero, no exceptions.

**Content Marketing Simternship™ (10 rounds; 20 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).*

**Client Project (250 pts. total):**

Each student will individually create an editorial calendar, "Why" brand video, and one podcast episode for a real-world client of their choice. Details are provided in Canvas.

**HubSpot Content Marketing & Hootsuite Certification (2; 75 pts. each; 150 pts. total):**

Each student will be required to take two industry exams and receive each marketing certification if the exam is passed according to the requirements. See details above in the Required Texts section.

**Attendance/Participation**

This course is interactive, and your insight enhances the classroom experience for all. Your presence and participation are vital to the learning experience. All exercises, reflections and in-class assignment points are only available to students who attend class on time and for the entire duration.

**ASSESSMENT AND GRADING**

| ASSIGNMENTS | POINTS | GRADE SCALE |
|---|---|---|
| What is Your Why? | 5 | A=93-100% |
| Reflections (14; 5 pts. each) | 70 | A-=92-90% B+=87-89% |
| Editorial Calendar | 50 | B=83-86% |
| Client Video | 100 | B-=80-82% C+=77-79% |
| Client Podcast Episode Recording | 100 | C=73-76% C-=70-72% |
| Weekly Quizzes (12; 15 pts. each) | 180 | D+=67-69% D=63-66% |
| Content Development Labs (9; 5 pts. each) | 45 | D-=60-62% F=0-59% |
| GenAI Presentation | 100 | |
| Content Marketing Simternship (10 rounds; 20 pts. each) | 200 | |
| HubSpot & Hootsuite Exam Certifications (2; 75 pts. each) | 150 | |

| TOTAL | 1,000 | |
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## 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 the following University-sanctioned circumstances: illness (with doctor's note), death, university-sponsored field trip or activity, military obligation, religious holiday. There are no makeup quizzes or exams. The final client project video, editorial calendar and presentation must be turned in according to the deadline in Canvas. If a student does not submit the final client work and presentation then the student will receive an "F" in the course.

## 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 RECORDING NOTIFICATION

In order to enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel.

Note that all recordings are subject to copyright protection. Any unauthorized distribution or publication of these recordings without written approval from the University (refer to the Dean) is strictly prohibited.

## PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See Academic Policies for definitions of kinds of academic dishonesty and for further policy information.

## PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities in accordance with the Americans with Disabilities Act (ADA). Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will work with the student to create an Accommodation Plan (AP) that outlines allowed accommodations. The EAC makes accommodations available to professors at the student's request.

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.  Accommodations are not retroactive so clarifying with the professor at the outset is one of the best ways to promote positive academic outcomes.

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. Students cannot assume that because they had accommodations in the past, their eligibility at PLNU is automatic. All determinations at PLNU must go through the EAC process. This is to protect the privacy of students with disabilities who may not want to disclose this information and are not asking for any special accommodations.

## PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions, 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 drop date or, after that date, receive the appropriate grade for their work and participation.

### PLNU Course Modality Definitions

1.  Online Courses: These are courses with class meetings where all instruction and interaction is fully online.

    a.  Synchronous Courses: At least one class meeting takes place at a designated time.

    b.  Asynchronous Courses: All class meetings are asynchronous.

2.  Hybrid Courses: These are courses with class meetings that take place both in the classroom and online synchronously and/or asynchronously.

3.  In-Person Courses: These are courses that meet in person with the instructor and students in a physical classroom setting. With approval by the area dean, this may include up to 25% of qualified class interactions through a Learning Management System (such as Canvas).

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 Academic Policies in the Undergraduate Academic Catalog.

### Asynchronous Attendance/Participation Definition

A day of attendance in asynchronous content is determined as contributing a substantive note, assignment, discussion, or submission by the posted due date. Failure to meet these standards will result in an absence for that day. Instructors will determine how many asynchronous attendance days are required each week.

## 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 Traditional Undergraduate Records: Final Exam 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

If students have questions, a desire to meet with the chaplain or have prayer requests you can contact your professor or the Office of Spiritual Life and Formation.

**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 by the following week. If an immediate response is needed email or phone 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. Please note that any course with online proctored exams requires a computer with a camera (tablets are not compatible nor allowable) 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

**WEEKLY SCHEDULE** *(Subject to Change)*

| SESSION/DAY/DATE | IN CLASS ACTIVITIES | LEARNING OBJECTIVES | ASSIGNMENTS DUE DATE |
|---|---|---|---|
| **WEEK 1** | | | |
| DAY 1 Jan. 12 | Discussion of course content, assignments, grading, etc. *What is your why?* Introductions | | Activate Stukent Account Locate HubSpot Content Marketing Certification Course in Account Ch. 1 and Ch. 16 Quizzes due Sunday, Jan. 18 by 11:59 p.m. |
| DAY 2 Jan. 14 | Reflection #1 **Content Marketing Strategies (CM) Chapter 1.** What is Content Marketing? | | |
| **WEEK 2** | | | |
| DAY 1 Jan. 19 | **MLK Day ~ No Class** | | Ch. 2 Quiz due Sunday, Jan. 25 by 11:59 p.m. |
| Day 2 Jan. 21 | Reflection #2 **CM Chapter 16.** The Business of Content Marketing | | |
| **WEEK 3** | | | |

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| DAY 1<br>Jan. 26 | Reflection #3<br><br>**CM Chapter 2.** Content and Its Different Forms | | <span style="color:red">No Quiz on Ch. 3</span><br><br>Content Marketing Simternship Round 1 due Sunday, Feb. 1 at 11:59 p.m. |
| DAY 2<br>Jan. 28 | Presentation #1<br><br>Lab #1 | | |
| **WEEK 4** | | | |
| DAY 1<br>Feb. 2 | Reflection #4<br><br>Ch. 3: PLNU Marketing Principles | | Ch. 4 Quiz due Sunday, Feb. 8 by 11:59 p.m.<br><br>Content Marketing Simternship Round 2 due Sunday, Feb. 8 at 11:59 p.m. |
| DAY 2<br>Feb. 4 | Presentation #2<br><br>Lab #2 | | |
| **WEEK 5** | | | |
| DAY 1<br>Feb. 9 | Reflection #5<br><br>**CM Chapter 4.** Blogging: Writing for the Web | | Ch. 5 Quiz due Sunday, Feb. 15 by 11:59 p.m.<br><br>Content Marketing Simternship Round 3 due Sunday, Feb. 15 at 11:59 p.m. |
| DAY 2<br>Feb. 11 | Presentation #3<br><br>Lab #3 (Generate a Blog) | | |
| **WEEK 6** | | | |
| DAY 1<br>Feb. 16 | Reflection #6<br><br>**CM Chapter 5.** Video Content | | Ch. 6 Quiz due Sunday, Feb. 22 by 11:59 p.m.<br><br>Content Marketing Simternship Round 4 due Sunday, Feb. 22 at 11:59 p.m. |
| DAY 2<br>Feb. 18 | Presentation #4<br><br>Lab #4 | | |
| **WEEK 7** | | | |
| DAY 1<br>Feb. 23 | Reflection #7<br><br>**CM Chapter 6.** Podcasts and Other Audio Content | | Content Marketing Simternship Round 5 due Sunday, Mar. 1 at 11:59 p.m. |
| DAY 2<br>Feb. 25 | Presentation #5<br><br>Lab #5 | | Study for Exam #1 – HubSpot Content Marketing Certification |

| WEEK 8 | | | |
|---|---|---|---|
| DAY 1<br>Mar. 2 | Reflection #8<br><br>Project Workday | | Ch. 7 Quiz due Sunday, Mar. 8 by 11:59 p.m. |
| DAY 2<br>Mar. 4 | **Certification Exam #1: HubSpot Content Marketing** | | Content Marketing Simternship Round 6 due Sunday, Mar. 8 at 11:59 p.m. |
| **SPRING BREAK** | | | |
| DAY 1<br>Mar. 9 | **No Class** | | |
| DAY 2<br>Mar. 11 | **No Class** | | |
| **WEEK 9** | | | |
| DAY 1<br>Mar. 16 | Reflection #9<br><br>**CM Chapter 7.**<br>Visual Content | | Ch. 9 Quiz due Sunday, Mar. 22 by 11:59 p.m. |
| DAY 2<br>Mar. 18 | Presentation #6<br><br>Lab #6 | | Content Marketing Simternship Round 7 due Sunday, Mar. 22 at 11:59 p.m. |
| **WEEK 10** | | | |
| DAY 1<br>Mar. 23 | Reflection #10<br><br>**CM Chapter 9**. Selecting a Social Media Platform | | Ch. 10 Quiz due Sunday, Mar. 29 by 11:59 p.m. |
| DAY 2<br>Mar. 25 | Presentation #7<br><br>Lab #7 | | Content Marketing Simternship Round 8 due Sunday, Mar. 29 at 11:59 p.m. |
| **WEEK 11** | | | |
| DAY 1<br>Mar. 30 | Reflection #11<br><br>**CM Chapter 10.**<br>Sharing Content on Social Media | | Ch. 11 Quiz due Tuesday, Apr. 7 by 11:59 p.m. |
| DAY 2<br>Apr. 1 | Presentation #8<br><br>Lab #8 | | Content Marketing Simternship Round 9 due Tuesday, Apr. 7 at 11:59 p.m. |
| **WEEK 12** | | | |
| DAY 1<br>Apr. 6 | **Easter Recess - No Class** | | Ch. 12 Quiz due Sunday, Apr. 12 by 11:59 p.m. |
| DAY 2<br>Apr. 8 | Reflection #12 | | |

| | CM Chapter 11. Search Engine Optimization | | Content Marketing Simternship Round 10 due Sunday, Apr. 12 at 11:59 p.m. |
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| **WEEK 13** | | | |
| DAY 1 Apr. 13 | Reflection #13 **CM Chapter 12**. List Building and Email Marketing | | Ch. 14 Quiz due Sunday, Apr. 19 by 11:59 p.m. |
| DAY 2 Apr. 15 | Presentation #9 Lab #9 | | |
| **WEEK 14** | | | |
| DAY 1 Apr. 20 | Reflection #14 **CM Chapter 14**. Content Marketing Analytics | | Editorial Calendar, Video, and Podcast due Sunday, Apr. 26 at 11:59 p.m. |
| DAY 2 Apr. 22 | **Project Workday** | | |
| **WEEK 15** | | | |
| DAY 1 Apr. 27 | **Presentations** | | Study for Exam #2 – Hootsuite Social Media Marketing Certification |
| DAY 2 Apr. 29 | **Presentations** | | |
| **Week 16** | | | |
| **FINAL PRESENTATIONS & EXAM** **Wednesday, May 6th from 10:30 a.m. to 1:00 p.m.** | | | |

Note: Assignment description and requirements are provided in Canvas.