**Fermanian School of Business**

**Point Loma Nazarene University**

**BMK 4050: Digital Marketing Content**

**Number of Units: 3**

# Fall 2021

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| **Meeting days:** Online | **Instructor:** Christina Kalberg, MBA |
| **Meeting times:** Online | **Phone:** (760) 532-4849 |
| **Meeting location:** Zoom During WK 2 and WK 9 | **E-mail:** ckalberg@pointloma.edu |
| **Final Exam:** Due 12/12 at 11:59 p.m. | **Office location and hours:** 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 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 nearly 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. Specific details about how the class meets the credit hour requirement can be provided upon request.

## STATE AUTHORIZATION

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University 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 Point Loma Nazarene University 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 TEXTS AND RECOMMENDED STUDY RESOURCES

1.  Required Textbooks: This course uses two content marketing textbooks. The first one can be accessed at http://library.stukent.com. *Business Writing: A Content Marketing Approach*. Go to https://home.stukent.com/join/6BD-D95 to register for the online course and textbook. The second requirement is a book you can purchase anywhere that works for you and is called *Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customer by Marketing Less*, written by Joe Pulizzi. We will be using the 2013 version and below is a screenshot of the book for your reference:
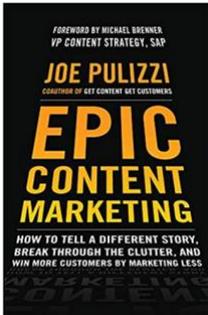
    

2.  Required: HubSpot Content Marketing Certification Midterm Exam. This certification course will give you an overview of how to become an effective content marketer. You will learn a content creation framework for producing effective content on a consistent basis, how to create and repurpose content that both humans and search engines will love, and how to become a stronger, leaner, and more strategic content marketer. Each student will receive an email from HubSpot on the first day of class, please follow the directions in the email to login and register for the course and 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.

3.  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.

## COURSE SCHEDULE AND ASSIGNMENTS

### Light Week Reflections (2; 12.5 pts. each):

There will be two reflections due this semester. Each one may take on a different format. Students will reflect on the content written in the assignment and write about a paragraph (approx. 100 words). You will be graded on the quality of your post, depth of thought, and grammar/spelling. Please proofread so you may submit an error-free response (see class schedule and Canvas for due dates).

### Video Comments (13; 5 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.

### Weekly Quizzes (10; 20 pts. each):

The textbook is well written and contains a lot of general information about content marketing. Throughout the semester there will be weekly online quizzes that students will complete. The purpose of these quizzes is to ensure that students have read and understood the textbook chapters. Each quiz is timed, you will have 15 minutes to complete each one. **Students will complete 10 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).*

### Weekly Epic Thought Write-Ups & Peer-Review (7; 20 pts. total for each one):

You will read assigned chapters in the *Epic Content Marketing* book from Joe Pulizzi throughout the semester. Students will read the chapters and complete a minimum of a 200-word write-up. In this write-up, you will teach someone one key takeaway you learned from the session. This is not a simple summary or regurgitation of information. Rather, you must organize the information and explain it in a way that helps someone else learn on specific thing based on the material covered in the assigned chapters. You can use bullet points, diagrams, prose, or any other format that helps teach the takeaway effectively. You will be graded on the quality of your post, depth of thought, and grammar/spelling. Please proofread so you may submit an error-free response. *All weekly write-ups are due the week it falls on by Sunday at 11:59 p.m. (see class schedule and Canvas for due dates).*

The second component of this assignment is a peer-review of two other student write-ups. Canvas will assign each student two other student write-ups to review. Canvas will assign the two students for you to review at 8:00 a.m. on Monday following the Sunday submission of the write-up assignment. The peer-review is anonymous, meaning the two students will not know who reviewed their write-up. This is

intended to help provide an atmosphere of honest critique so that everyone may improve in both their writing and ability to teach one specific thing to the reader. To receive full credit, you must submit a comment for both students that are assigned to you by the deadline and offer one thing the student did well in the write-up and one specific way to improve future write-ups.

**Group Discussion Board Questions (7; 10 pts. each):**

One student from each group must submit at least one question regarding the Content Marketing Strategy semester-long project to the assignment according to the class schedule. The question(s) should focus on seeking clarification for the current deliverable the group is working on. For example, the WK2 Group Discussion Board Question(s): Content Marketing Strategy assignment should include a question on Deliverable 1 for the project, not on Deliverable 2, since you are currently working on Deliverable 1 at this time. The professor will post a reply to each group's question(s).

**HubSpot Content Marketing & Hootsuite Platform Certifications (2; 100 pts. each; 200 pts. total):**

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

**Project: Content Marketing Strategy Deliverables (4; 50 pts. each; 200 pts. total)**

There are four stages in the project this semester. The four deliverables are due according to the class schedule. Late assignments will receive a zero, no exceptions. See details for each deliverable in Canvas

**Content Marketing Strategy Presentation (100 pts. total):**

As a learning exercise in this course, you will work with a group of your choosing, to create a comprehensive content marketing strategy for a small to medium sized (1-100 employees) company of your choice. The project will consist of four deliverables and a presentation to be turned in according to the class schedule and the specific instructions. **Each group will record one presentation.** Each student should speak during the presentation. The presentation should be a minimum of 15 minutes and a maximum of 30 minutes. You must dress professionally, a blazer and collared shirt is preferred. Late presentations will receive a zero, no exceptions.

**ASSESSMENT AND GRADING**

| ASSIGNMENTS | POINTS | GRADE SCALE |
| --- | --- | --- |
| Light Week Reflections (2; 12.5 pts. each) | 25 | |
| Video Comments (13; 5 pts. each) | 65 | |
| Weekly Quizzes (10; 20 pts. each) | 200 | A=93-100%<br>A-=92-90% |
| Weekly Epic Thought Write-ups (7; 20 pts. each) | 140 | B+=87-89%<br>B=83-86%<br>B-=80-82% |
| Group Discussion Board Questions (7; 10 pts. each) | 70 | C+=77-79%<br>C=73-76% |
| HubSpot & Hootsuite Certifications (2; 100 pts. each) | 200 | C-=70-72%<br>D+=67-69% |

| Deliverables (1-4): Content Marketing Strategy (4; 50 pts. each) | 200 | D=63-66% D-=60-62% F=0-59% |
|---|---|---|
| Content Marketing Presentation | 100 | |
| **TOTAL** | 1000 | |

## 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.

## 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

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 the [Academic Honesty Policy](#) in the Graduate and Professional Studies Catalog 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. 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. 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 drop date or, after that date,

receive the appropriate grade for their work and participation. 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.  If absences exceed these limits but are due to university excused health issues, an exception will be granted.

*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.

Students taking online courses are expected to attend each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes posting in a graded activity in the course. (Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.)

Students who do not attend at least once in any 3 consecutive days will be issued an attendance warning. Students who do not attend at least once in any 7 consecutive days will be dropped from the course retroactive to the last date of recorded attendance.

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**. No requests for early examinations or alternative days will be approved.

## SPIRITUAL CARE

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith.

At the Mission Valley (MV) campus we have an onsite chaplain, Rev. Gordon Wong, who is available during class break times across the week.  If you have questions for, desire to meet or share a prayer request with Rev. Wong you can contact him directly at mvchaplain@pointloma.edu or gordonwong@pointloma.edu.  Rev. Wong's cell number is 808-429-1129 if you need a more immediate response. 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 by the following week. 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.

**COURSE SCHEDULE AND ASSIGNMENTS**

| WEEK | CLASS CONTENT | ASSIGNMENTS |
|---|---|---|
| 1 | Course Introduction<br><br>Stukent & HubSpot Accounts | Register for Stukent and HubSpot Accounts<br><br>*Light Week Reflection #1 Due Sunday 9/5 at 11:59 p.m.* |
| 2 | **Live Zoom Session on Tuesday 9/7 from 6p-7:15p**<br><br>Stukent: Business Writing (BW) Ch. 1<br><br>Epic Content Marketing (ECM) Ch. 1-4 | Read BW Ch. 1: An Introduction to Business Writing<br>Read PPT BW Ch. 1<br>Watch Video 1 BW Ch. 1<br>Quiz 1: BW Ch. 1<br>Read ECM Ch. 1-4<br>WK2 Epic Thought Write-up & Peer-Review<br>WK2 Group Discussion Board Question(s): Content Marketing Strategy<br>*All assignments due Sunday 9/12 at 11:59 p.m.* |
| 3 | Stukent: Business Writing (BW) Ch. 2<br><br>Epic Content Marketing (ECM) Ch. 5-8 | Read BW Ch. 2: Grammar and Punctuation Basics<br>Read PPT BW Ch. 2<br>Watch Video 2 BW Ch. 2<br>Quiz 2: BW Ch. 2<br>Read ECM Ch. 5-8<br>WK3 Epic Thought Write-up<br>WK3 Discussion Board Question(s): Content Marketing Strategy<br>*All assignments due Sunday 9/19 at 11:59 p.m.* |
| 4 | Stukent: Business Writing (BW) Ch. 6<br><br>Epic Content Marketing (ECM) Ch. 9-13 | Read BW Ch. 6: An Introduction to Content Marketing<br>Read PPT BW Ch. 6<br>Watch Video 3 BW Ch. 6<br>Quiz 3: BW Ch. 6<br>Read ECM Ch. 9-13<br>WK4 Epic Thought Write-up<br>WK4  Discussion Board Question(s): Content Marketing Strategy<br>*All assignments due Sunday 9/26 at 11:59 p.m.* |
| 5 | Stukent: BW Ch. 7<br><br>**Content Marketing Strategy Project Deliverable 1 Due** | Read BW Ch. 7: The Case for Content Marketing<br>Read PPT BW Ch. 7<br>Watch Video 4 BW Ch. 7<br>Quiz 4: BW Ch. 7<br>Content Marketing Strategy Project Deliverable 1<br>*All assignments due Sunday 10/3 at 11:59 p.m.* |

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|---|---|---|
| 6 | Stukent: BW Ch. 8<br><br>Epic Content Marketing (ECM) Ch. 14-17 | Read DME Ch. 8: Earned Media<br>Read PPT BW Ch. 8<br>Watch Video 5 BW Ch. 8<br>Quiz 5: BW Ch. 8<br>Read ECM 14-17<br>WK6 Epic Thought Write-up<br>WK6 Discussion Board Question(s): Content Marketing Strategy<br>*All assignments due Sunday 10/10 at 11:59 p.m.* |
| 7 | Stukent: BW Ch. 9<br><br>Epic Content Marketing (ECM) Ch. 18-20 | Read BW Ch. 9:  Owned Media<br>Read PPT BW Ch. 9<br>Watch Video 6 BW Ch. 9<br>Quiz 6: BW Ch. 9<br>Read ECM 18-20<br>WK7 Epic Thought Write-up<br>WK7 Discussion Board Question(s): Content Marketing Strategy<br>*All assignments due Sunday 10/17 at 11:59 p.m.* |
| 8 | Stukent: BW Ch. 10<br><br>**Content Marketing Strategy Project Deliverable 2 Due** | Read BW Ch. 10: Paid Media<br>Read PPT BW Ch. 10<br>Watch Video 7 BW Ch. 10<br>Quiz 7: BW Ch. 10<br>Content Marketing Strategy Project Deliverable 2<br>*All assignments due Sunday 10/24 at 11:59 p.m.* |
| 9 | **Live Zoom Session on Tuesday 10/26 from 6p-7:15p**<br><br>Stukent: BW Ch. 11<br><br>**Midterm Exam: HubSpot Content Marketing Certification** | Read BW Ch. 11:  Audiences and Segmentation<br>Read PPT  BW Ch. 11<br>Watch Video 8  BW Ch. 11<br>Quiz 8:  BW Ch. 11<br>HubSpot Content Marketing Certification EXAM<br>*All assignments due Sunday 10/31 at 11:59 p.m.* |
| 10 | Stukent: BW Ch. 12<br><br>Epic Content Marketing (ECM) Ch. 21-23 | Read BW Ch. 12: Dealing with Crises<br>Read PPT  BW Ch. 12<br>Watch Video 9  BW Ch. 12<br>Quiz 9:  BW Ch. 12<br>Read ECM 21-23<br>WK10 Epic Thought Write-up<br>WK10 Discussion Board Question(s): Content Marketing Strategy<br>*All assignments due Sunday 11/7 at 11:59 p.m.* |
| 11 | Stukent: BW Ch. 13<br><br>**Content Marketing Strategy Project Deliverable 3 Due** | Read BW Ch. 13: The Future of Content Marketing<br>Read PPT  BW Ch. 13<br>Watch Video 10  BW Ch. 13<br>Quiz 10:  BW Ch. 13<br>Content Marketing Strategy Project Deliverable 3<br>*All assignments due Sunday 11/14 at 11:59 p.m.* |

| 12 | Epic Content Marketing (ECM) Ch. 24-25 | Read ECM Ch. 24-25<br>Watch Video 11 ECM Ch. 24-25<br>WK12 Epic Thought Write-up<br>WK12 Discussion Board Question(s): Content Marketing Strategy<br>*All assignments due Sunday 11/21 at 11:59 p.m.* |
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| 13 | Thanksgiving | TBD |
| 14 | **Content Marketing Strategy Project Deliverable 4 Due**<br><br>**Content Marketing Strategy Project: Submit Presentation** | Watch Video 12 on Deliverable 4 and FINAL Presentation<br>Content Marketing Strategy Project Deliverable 4<br>Content Marketing Strategy Project FINAL Presentation<br>*All assignments due Sunday 12/5 at 11:59 p.m.* |
| 15 | **FINAL Exam: Hootsuite Social Marketing Certification** | Peer Review of Another Group's FINAL Presentation<br>Watch Video 13 on Light Week Reflection #2<br>*FINAL Exam Due 12/12 at 11:59 p.m.* |
| 16 | **Light Week** | *Light Week Reflection #2 Due Friday 12/17 at 11:59 p.m.* |

Note: Assignment description and requirements are provided in Canvas.