Fermanian School of Business

Point Loma Nazarene University

MKT 4050: Digital Marketing Content

Number of Units: 3

Fall 2021

Meeting days: Tuesdays/Thursdays	**Instructor:** Christina Kalberg, MBA
Meeting times: 11:00a-12:15p	**Phone:** (760) 532-4849
Meeting location: FSB 102	**E-mail:** ckalberg@pointloma.edu
Final Exam: Thursday, 12/16, 10:30a-1:00p	**Office location and hours:** FSB Monday and Wednesday: 9a-12p Tuesday and Thursday: 9a-11a

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.

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:
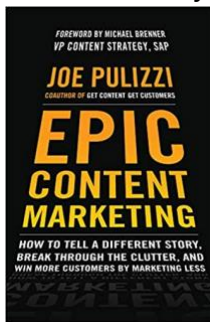
2. Required: HubSpot Content Marketing Certification Midterm Exam. This certification course will give you an overview of how to become an effective content marketer. You will learn a content creation framework for producing effective content on a consistent basis, how to create and repurpose content 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.

Weekly Quizzes (10; 10 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. **Students will complete 10 quizzes. There are NO makeup quizzes.** *All weekly quizzes are due the week it falls on by Monday at 11:59 p.m. (see class schedule and Canvas for due dates).*

Weekly Epic Thought Write-Ups (7; 20 pts. each):

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 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 the material. 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 Monday at 11:59 p.m. (see class schedule and Canvas for due dates).*

In-Class Experiences (10; 20 pts. each):

Students will complete an in-class assignment based on the Professor's instructions. Students will only receive credit if they attend the class session for the entire duration. The in-class assignment is not available to students that are absent.

Epic Content Marketing Application Presentation on Assigned Chapter(s) (60 pts. total):

Each pair will create visually appealing and informational slides to present according to the presentation schedule in Canvas. Each student must speak; for a pair the first student will teach the class on specific thing from the chapter(s) that a business can implement today to help improve content marketing efforts (this may require researching sources outside of the book) and the second student will provide an example of a company that is currently doing what you consider to be best practice of the specific thing you are teaching the audience to do and for a group of three, the third student will provide a second example of a small business currently doing what you consider to be best practice of the specific thing your group is teaching the class. Each group/pair should speak for approximately 10 minutes. You must dress professionally, a blazer and collared shirt is preferred. Late presentations will receive a zero, no exceptions.

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

There are two stages in the project this semester. The two 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 be paired with another student of your choosing, to create a comprehensive content marketing strategy for a small to medium sized (1-100 employees) company of your choice (16 - 2-person groups). The project will consist of two deliverables and a presentation to be turned in according to the class schedule and the specific instructions. **Each pair will present one presentation.**

ASSESSMENT AND GRADING

ASSIGNMENTS	POINTS	GRADE SCALE
Weekly Quizzes (10; 10 pts. each)	100	A=93-100% A-=92-90% 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% F=0-59%
Weekly Epic Thought Write-ups (7; 20 pts. each)	140	
In-Class Experiences (10; 20 pts. each)	200	
Epic Content Marketing Application Presentation on Assigned Chapter(s)	60	
HubSpot & Hootsuite Certifications	200	
Deliverables: Content Marketing Strategy (2; 100 pts. each)	200	
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 <u>dis</u>honesty 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 <u>Academic</u>

[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 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 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.

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 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 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

SESSION/DAY/DATE	IN CLASS ACTIVITIES	LEARNING OBJECTIVES	ASSIGNMENTS DUE DATE
WEEK 1			
DAY 1 Sep. 2	• Introductions and discussion of course content, assignments, grading, etc.		Activate Stukent Account Activate HubSpot Account Quiz 1 & 2: BW Ch. 1 & 2 due Sunday, Sep. 5 at 11:59 p.m.
WEEK 2			
DAY 1 Sep. 7	**Epic Content Marketing (ECM) Chapters 1 & 2.** What is Content Marketing? & The History of Content Marketing **Epic Content Marketing Application Presentation on ECM Chapters 1 & 2**		Quiz 3: BW Ch. 6 due Monday, Sep. 13 at 11:59 p.m. Epic Thought Write-up #1 due Monday, Sep. 13 at 11:59 p.m. (on page 16 in Chapter 2 it says, "Content marketing is not new. Brands have been telling epic stories for centuries. The difference? It's more critical than ever to get it right." Find an example of one company that you believe is telling epic stories through content marketing online today, explain one specific way the brand is getting it right and provide one tip for how other companies
DAY 2 Sep. 9	Application Day: Content Marketing Strategy		

			can follow the example you share to improve their content marketing.
WEEK 3			
DAY 1 Sep. 14	**Epic Content Marketing (ECM) Chapters 3 & 4.** Why Content Marketing? & The Business Model of Content Marketing **Epic Content Marketing Application Presentation on ECM Chapters 3 & 4** **Epic Content Marketing (ECM) Chapters 5 & 6.** The Business Case for Content Marketing 7 Tomorrow's Media Companies **Epic Content Marketing Application Presentation on ECM Chapters 5 & 6**		Quiz 4: BW Ch. 7 due Monday, Sep. 20 at 11:59 p.m. Epic Thought Write-up #2 due Monday, Sep. 20 at 11:59 p.m. (on page 65 in Chapter 6 it says, "Content marketing is not just for large companies." Find an example of a small business (fewer than 250 employees total) that you believe is doing content marketing online today well, explain one specific way the brand is succeeding and provide one tip for how other small businesses can follow the example you share to improve their content marketing efforts.
DAY 2 Sep. 16	Application Day: Content Marketing Strategy		
WEEK 4			
DAY 1 Sep. 21	**Epic Content Marketing (ECM) Chapters 7 & 8.** More Right or Less Right & What is Epic Content Marketing? **Epic Content Marketing Application Presentation on ECM Chapters 7 & 8**		Quiz 5: BW Ch. 8 due Monday, Sep. 27 at 11:59 p.m. Epic Thought Write-up #3 due Monday, Sep. 27 at 11:59 p.m. (on page 81 in Chapter 8 it says, "If you want to be successful in content marketing,
DAY 2 Sep. 23	Application Day: Content Marketing Strategy		

			your goal should be to develop and distribute the absolute best information in your industry. If not, why should your customers care?" Reflect on this statement and provide a response. Then, explain how the company you selected for the project this semester can develop the absolute best information for their industry. In conclusion, provide one specific way a business can develop the absolute best information for their industry, what is one pro tip to do this?
	WEEK 5		
DAY 1 Sep. 28	**Epic Content Marketing (ECM) Chapters 9 & 10.** The Goal of Subscription & The Audience Persona **Epic Content Marketing Application Presentation on ECM Chapters 9 & 10** **Epic Content Marketing (ECM) Chapters 11 & 12.** Defining the Engagement Cycle & Defining Your Niche **Epic Content Marketing Application Presentation on ECM Chapters 11 & 12**		Quiz 6: BW Ch. 9 due Monday, Oct. 4 at 11:59 p.m. Epic Thought Write-up #4 due Monday, Oct. 4 at 11:59 p.m. (on page 101 in Chapter 10 it says, "Almost certainly, you have multiple personas that purchase your products or services. It can get complicated. Start with the most important persona for your content plan." Explain your company's most
DAY 2 Sep. 30	Application Day: Content Marketing Strategy		

			important persona (the company you selected for the project). Provide one pro tip for how a business determines who the most important persona is for their company.
WEEK 6			
DAY 1 Oct. 5	**<u>Epic Content Marketing (ECM) Chapter 13.</u>** The Content Marketing Mission Statement **Epic Content Marketing Application Presentation on ECM Chapter 13**		Quiz 7: BW Ch. 10 due Monday, Oct. 11 at 11:59 p.m. Epic Thought Write-up #5 due Monday, Oct. 11 at 11:59 p.m. (on page 117 in Chapter 12 it says, "The natural inclination is to go big with your content niche, to try to cover more of your market. Avoid this urge. Go big with content marketing by going small with your niche." Explain your company's content niche (the company you selected for the project). Provide one pro tip for how a business can avoid the pitfall of
DAY 2 Oct. 7			
	Application Day: Content Marketing Strategy		

			going too big with their content niche.
WEEK 7			
DAY 1 Oct. 12	**<u>Epic Content Marketing (ECM) Chapters 14 & 15.</u>** Building Your Editorial Calendar & Managing the Content Creation Process **Epic Content Marketing Application Presentation on ECM Chapters 14 & 15**		Study for Midterm Exam – HubSpot Content Marketing Certification
DAY 2 Oct. 14	Application Day: Content Marketing Strategy		
WEEK 8			
DAY 1 Oct. 19	**<u>Epic Content Marketing (ECM) Chapter 16.</u>** Content Types **Epic Content Marketing Application Presentation on ECM Chapter 16**		Quiz 8: BW Ch. 11 due Monday, Oct. 25 at 11:59 p.m. Epic Thought Write-up #6 due Monday, Oct. 25 at 11:59 p.m. (on page 127 in Chapter 13 it says, "Is your mission statement innovative or just a retread of someone else's story?" Be specific and explain how the content marketing mission statement is not a retread of another business's story in the same industry. Then, answer this question, can your content marketing mission statement be easily duplicated by another company in your industry? If no, why not? If yes, how can you modify the mission statement so it is less likely to happen?
DAY 2 Oct. 21	**Midterm Exam: HubSpot Content Marketing**		
WEEK 9			

DAY 1 Oct. 26	**Epic Content Marketing (ECM) Chapter 17.** Finding Your Content Assets **Epic Content Marketing Application Presentation on ECM Chapter 17** **Epic Content Marketing (ECM) Chapters 18 & 19.** Extracting Content from Employees & The Content Platform **Epic Content Marketing Application Presentation on ECM Chapters 18 & 19**		Work on Content Marketing Strategy Deliverable 1
DAY 2 Oct. 28	Application Day: Content Marketing Strategy		
WEEK 10			
DAY 1 Nov. 2	**Epic Content Marketing (ECM) Chapter 20.** The Content Channel Plan in Action **Epic Content Marketing Application Presentation on ECM Chapter 20**		Content Marketing Strategy Deliverable 1 due Monday, Nov. 8 at 11:59 p.m.
DAY 2 Nov. 4	Application Day: Content Marketing Strategy		
WEEK 11			
DAY 1 Nov. 9	**Epic Content Marketing (ECM) Chapters 21 & 22.** Social Media for Content Marketing & Alternative Content Promotion Techniques **Epic Content Marketing Application Presentation on ECM Chapters 21 & 22**		Quiz 9 : BW Ch. 12 due Monday, Nov. 15 at 11:59 p.m. Epic Thought Write-up #7 due Monday, Nov. 15 at 11:59 p.m. (on page 214 in Chapter 18 it says, "Stuck on content thoughts? Try a freewriting exercise by writing down all the questions your customers ask you on a continual basis. I'd be surprised if you don't come up with at least 50." Write
DAY 2 Nov. 11	**Epic Content Marketing (ECM) Chapter 23.** Leveraging a Social Influencer Model for Content Marketing **Epic Content Marketing Application Presentation on ECM Chapter 23**		

			down at least 5 questions that the customers for your company (the one you selected for the project) most likely ask on a continual basis. Then, answer each question from a marketing perspective, meaning, how can you reply in such a way that builds a relationship with the customer and is helpful.
WEEK 12			
DAY 1 Nov. 16	**<u>Epic Content Marketing (ECM) Chapters 24 & 25.</u>** Measuring the Impact of Your Content Marketing & The Evolution of Your Epic Story **Epic Content Marketing Application Presentation on ECM Chapters 24 & 25**		Quiz 10 : BW Ch. 13 due Monday, Nov. 22 at 11:59 p.m.
DAY 2 Nov. 18	Application Day: Content Marketing Strategy		
WEEK 13			
DAY 1 Nov. 23	Application Day: Content Marketing Strategy		Content Marketing Strategy Deliverable 2 due Monday, Nov. 29 at 11:59 p.m.
DAY 2 Nov. 25	**Happy Thanksgiving! No Class**		
WEEK 14			
DAY 1 Nov. 30	**FINAL Presentations**		Content Marketing Strategy Deliverable 2 due Monday, Nov. 29 at 11:59 p.m.
DAY 2 Dec. 2	**FINAL Presentations**		
WEEK 15			
DAY 1 Dec. 7	**FINAL Presentations**		Study for FINAL Exam - Hootsuite Marketing Certification
DAY 2 Dec. 9	**FINAL Presentations**		
Week 16			
FINAL EXAM			

Note: Assignment description and requirements are provided in Canvas.