



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

Spring 2023

Meeting days: Online/asynchronous	Instructor: Mary Beth McCabe, DBA
Meeting times: 2x Online 6-7:15pm	Phone: (858) 488-2867
Meeting location: Zoom During WK 1 and WK 9	E-mail: mmccabe@pointloma.edu
Final Exam: Project due 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:

Dr. McCabe has been teaching at Point Loma Nazarene University since August 2021. She has been active in marketing and academics in San Diego as the Program Director for the Masters of Science in Marketing and responsible for the course content in Marketing at National University from 2010-2021. She is the founder of Sun Marketing Advertising/Media with previous clients among Fortune 500 firms and family businesses. She was an Account Executive at KUSI-TV, San Diego and WCIU-TV, Chicago. She is active in several marketing trade groups and a frequent speaker at marketing events. She has published four books, including a textbook, *Mobile Marketing Essentials*, in the 10th edition. Her Doctorate is in Marketing (DBA) from Alliant International University; MBA, Marketing from DePaul University and BA, Communications from the University of Dayton.

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 & G1).

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 112.5 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 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 Textbook: This course uses a digital textbook that can be accessed at <http://library.stukent.com>. *Content Marketing Strategies: Planning, Creating and Distributing Content*. By Nick Matter. Go to <https://home.stukent.com/join/ODB-1DB> to register for the online course and materials.
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 register for a HubSpot account at the beginning of the course. 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; 7 and 15 pts. each):

There will be two reflections due this semester in Week 1 and 16. 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 (14; 10 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 (14; 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. Each quiz is timed, you will have 15 minutes to complete each one. **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).*

Copywriting Write-Ups & Peer-Review (14; 12 pts. total for each one):

Students will be assigned a specific copywriting topic for each assignment and must complete a minimum of a 200-word write-up. In this write-up, you will teach a new content marketer how to do the specific type of copywriting assigned. You will need to research and use resources outside of the textbook. Google is an excellent source of credible information on each topic. You must organize the information and explain it in a way that helps someone else learn how to do copywriting. 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.

Podcast Assignment (100 pts. total):

As a learning exercise in this course, each student will create a podcast for the company they selected to use in the Content Marketing Strategy semester-long project. The podcast assignment will be a separate assignment due in Week 6 but should be included in the final Content Marketing Strategy paper and presentation. For details, read the Podcast assignment in Canvas.

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; 25 pts. each; 100 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 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.

You will record one presentation. The presentation should be a minimum of 10 minutes and no longer than 15 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 Weeks 1 and 16 Reflections (2; 7 and 20 points)	27	
Video and Comments (15; 10 pts. each)	150	
Weekly Quizzes (14; 10 pts. each)	140	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 Copywriting Thought Write-ups (14; 12 pts. each)	168	
Podcast	100	
HubSpot & Hootsuite Certifications (2; 100 pts. each)	200	
Deliverables (1-4): Content Marketing Strategy (4; 25 pts. each)	100	
Content Marketing Presentation and Peer Review	115	
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 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.

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SEXUAL MISCONDUCT AND DISCRIMINATION

Point Loma Nazarene University faculty are committed to helping create a safe learning environment for all students. If you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that help and support are available through the Title IX Office at pointloma.edu/Title-IX. Please be aware that under Title IX of the Education Amendments of 1972, it is required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at counselingservices@pointloma.edu or find a list of campus pastors at pointloma.edu/title-ix

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 Stukent & HubSpot Accounts Stukent: Content Marketing Strategies Ch. 1 Live Zoom Session on Thursday 1/12 from 6p-7:15p	Register for Stukent and HubSpot Accounts Read Ch 1 What is Content Marketing? Quiz 1 Light Week Reflection on your "Why" #1 Due Sunday 1/15 at 11:59 p.m.
2	Stukent: Content Marketing Strategies Ch. 2	Read Ch. 2: Content and its Different Forms Read PPT Ch. 2 Watch Video 2 Ch. 2 Quiz 2: Ch. 2 WK2 Copywriting Thought Write-up & Peer-Review All assignments due Sunday 1/22 at 11:59 p.m.
3	Stukent: Content Marketing Strategies Ch. 3	Read Ch. 3: Marketing Principles Read PPT Ch. 3 Watch Video 3 Ch. 3 Quiz 2: Ch. 3 WK3 Copywriting Thought Write-up & Peer-Review All assignments due Sunday 1/29 at 11:59 p.m.
4	Stukent: Content Marketing Strategies Ch. 4	Read Ch. 4: Blogging: Writing for the Web Read PPT Ch. 4 Watch Video 3 Ch. 4 Quiz 4: Ch. 4: WK4 Copywriting Thought Write-up and Peer Review All assignments due Sunday 2/5 at 11:59 p.m.
5	Stukent: Ch. 5 Content Marketing Strategy Project Deliverable 1 Due	Read Ch. 5: Video Content Read PPT Ch. 5 Watch Video 5 Ch. 5 Quiz 5: Ch. 5 WK5 Copywriting Thought Write-up and Peer Review Content Marketing Strategy Project Deliverable 1 All assignments due Sunday 2/12 at 11:59 p.m.

6	Stukent: Ch. 6	Read Ch. 6: Podcasts and other Audio Content Read PPT Ch. 6 Watch Video 6 Ch. 6 Quiz 6: Ch. 6 WK6 Copywriting Thought Write-up and Peer-Review <i>All assignments due Sunday 2/19 at 11:59 p.m.</i>
7	Stukent: Ch. 7	Read Ch. 7: Social Media Platforms Read PPT Ch. 7 Watch Video 7 Ch. 7 Quiz 7: Ch. 7 WK7 Copywriting Thought Write-up and Peer Review <i>All assignments due Sunday 2/26 at 11:59 p.m.</i>
8	Stukent: Ch. 8 Content Marketing Strategy Project Deliverable 2 Due	Read Ch. 8: Events, Downloads and More Read PPT Ch. 8 Watch Video 8 Ch. 8 Quiz 8: Ch. 8 WK 8 Copywriting Thought Write-up and Peer Review Content Marketing Strategy Project Deliverable 2 <i>All assignments due Sunday 3/5 at 11:59 p.m.</i>
	Spring Break	Read Blog
9	Live Zoom Session on Monday 3/13 from 6p-7:15p Stukent: Ch. 16 Midterm Exam: HubSpot Content Marketing Certification	Read Ch. 16: SEO Read PPT Ch. 16 Watch Video 9 Ch. 16 Quiz 9: Ch. 16 WK 9 Copywriting Thought Write-up and Peer Review HubSpot Content Marketing Certification EXAM <i>All assignments due Sunday 3/19 at 11:59 p.m.</i>
10	Stukent: Ch. 9	Read Ch. 9: Selecting a Social Media Platform Read PPT Ch. 9 Watch Video 10 Ch. 9 Quiz 10: Ch. 9 WK10 Copywriting Thought Write-up and Peer Review Register for Hootsuite Certification EXAM <i>All assignments due Sunday 3/26 at 11:59 p.m.</i>
11	Stukent: Ch. 10 Content Marketing Strategy Project Deliverable 3 Due	Read Ch. 10: Sharing Social Media Read PPT Ch. 10 Watch Video 11 Ch. 10 Quiz 10: Ch. 10 WK 11 Copywriting Thought Write-up and Peer Review Content Marketing Strategy Project Deliverable 3

		<i>All assignments due Sunday 4/2 at 11:59 p.m.</i>
12	Stukent: Ch 11 Easter Break	Read Ch. 11: Search Engine Optimization (SEO) Watch Video 12 WK12 Copywriting Thought Write-up and Peer Review <i>All assignments due Tuesday 4/4 at 11:59 p.m.</i>
13	Stukent: Ch 12	Read Ch 12: List Building and email Marketing Watch Video 13 WK 13 Copywriting Thought Write-up and Peer Review <i>All assignments due Sunday 4/16 at 11:59 p.m.</i>
14	Stukent: Ch 13 Content Marketing Strategy Project Deliverable 4 Due Content Marketing Strategy Project: Submit Presentation	Read Ch 13: Refreshing Older Content Watch Video 14 on Deliverable 4 and FINAL Presentation WK 14 Copywriting Thought Write-up and Peer Review Content Marketing Strategy Project Deliverable 4 Content Marketing Strategy Project FINAL Presentation <i>All assignments due Sunday 4/23 at 11:59 p.m.</i>
15	Stukent: Ch 14 FINAL Exam: Hootsuite Social Marketing Certification	Read Ch 14: Content Marketing Analytics WK 15 Copywriting Thought Write-up and Peer Review Watch Video 15 on Light Week Reflection #2 <i>FINAL Exam Due 4/30 at 11:59 p.m.</i>
16	Light Week	<i>Light Week Reflection on other student's #2 Due Friday 5/5 at 11:59 p.m.</i>

Note: Assignment description and requirements are provided in Canvas.