



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

Spring 2023

Meeting days: Mondays/Wednesdays	Instructor: Christina Kalberg, MBA
Meeting times: 10:55a-12:10p	Phone:
Meeting location: FSB 105	E-mail: ckalberg@pointloma.edu
Final Exam: Wednesday, 5/3, 10:30a-1:00p	Office location and hours: FSB 133 Mondays, Tuesdays, Wednesdays and Thursdays from 9a-10:45a

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:

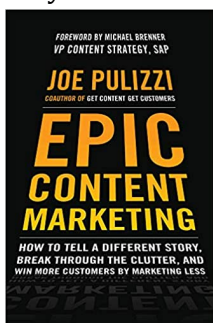
1. Exhibit an understanding of digital marketing content concepts, practices and issues relevant to marketers (PLO 1 & G1).
2. Describe best practices in digital marketing content and cite industry changes for the top platforms that affect businesses today (PLO 1 & G1).
3. Create a comprehensive Content 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>. *Content Marketing Strategies: Planning, Creating, and Distributing Content*. Go to <https://home.stukent.com/join/D52-12D> to register for the online course and textbook.
2. Optional Reading Material: For students hoping to go into Content Marketing upon graduation, this book is a must-have in your library. You can purchase the book anywhere that works for you and it's 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. A screenshot of the 2013 version is below for your reference:



3. Required: HubSpot Content Marketing Certification Midterm Exam. This certification course will give you an overview of how to become an effective content marketer. You will learn a content creation framework for producing effective content on a consistent basis, how to create and repurpose content that both humans and search engines will love, and how to become a stronger, leaner, and more strategic content marketer. 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.
4. Required: Hootsuite Platform & Social Marketing Certifications 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

Weekly Quizzes (16; 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 quizzes that students will complete in class. 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. If a student is late to class, the student will not be able to take the quiz or make it up** (*see class schedule and Canvas for due dates*).

How-To Infographics (5; 25 pts. each):

Infographics are an essential piece of visual content in today's marketplace. You will become skilled in how to create informative and visual-appealing infographics this semester. Each infographic assignment has a specific topic so make sure you follow instructions in each assignment. You may create the infographic in any graphic program that works best. My advice is to use Adobe Express because Adobe is a skill that you will need upon graduation and if you gain it in school, you will make yourself more valuable as a future hire for any company. Canva is another great option with free templates for infographics.

For each infographic, students need to research the assigned topic and explain simply and concisely how-to do it for content marketers. There is no word-count requirement, but you must highlight a minimum of three key elements in every infographic. Make sure that a content marketer can implement what you share in each infographic after reading it. Be creative and have fun! You will be graded on creativity and visual elements of your post, depth of thought and grammar/spelling. Please proofread so you may submit an error-free response. *All infographics are due according to the class schedule. See Canvas for due dates.*

Copywriting Exercises (14; 10 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.

Reflections (10; 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 particular class session. Points are not available to students that are late or absent.

Copywriting Presentation on Assigned Topic (100 pts. total):

Students will choose a partner they want to work with and present on an assigned copywriting topic. Each pair will create visually appealing and informational slides to present according to the presentation schedule in Canvas. Each student must speak and will teach the class how to do copywriting for the topic assigned (this will require researching sources outside of the book), including a minimum of five sources. Then, each pair will lead the class in the assigned copywriting exercise. The formal presentation should be 18-20 minutes and the copywriting exercise should take no longer than 10 minutes total. You must dress

professionally, a blazer is required and dress slacks/pants/skirts. Late presentations will receive a zero, no exceptions.

HubSpot Content Marketing & Hootsuite Certifications (3; 75 pts. each; 225 pts. total):

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

Content Marketing Plan Homework Assignments (4; 20 pts. each; 80 pts. total):

In developing the semester-long Content Marketing Plan, students will be assigned homework assignments that are to be turned in according to the class schedule and specific instructions.

Content Marketing Plan & Pitch (120 pts. total)

As a learning exercise in this course, each student will individually create a comprehensive content marketing plan for a small to medium sized (1-100 employees) company of your choice that they have a personal connection to. The project will consist of a final paper and pitch to be turned in according to the class schedule and specific instructions.

Attendance/Participation:

This course is interactive and your insight enhances the classroom experience for all. Your presence and participation is 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
Weekly Quizzes (16; 10 pts. each)	160	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%
How To Infographics (5; 25 pts. each)	125	
Copywriting Exercises (14; 10 pts. each)	140	
Reflections (10; 5 pts. each)	50	
Copywriting Presentation on Assigned Topic	100	
HubSpot & Hootsuite Certifications	225	
Content Marketing Plan & Pitch	120	
Content Marketing Plan Homework Assignments (4; 20 pts. each)	80	
TOTAL	1,000	

DUE DATES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned-in when they are due—see details in Canvas. Late work will not be accepted for credit except 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 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 Jan. 10	Discussion of course content, assignments, grading, etc. <i>What is Your Story?</i> Introductions		Activate Stukent Account
DAY 2 Jan. 11	<u>Content Marketing Strategies (CM) Chapter 1.</u> What is Content Marketing?		Activate HubSpot Account
WEEK 2			
DAY 1 Jan. 16	MLK Day – No Classes		Content Marketing Plan Homework Assignment #1: Interview Q&A Summary due Sunday, Jan. 22 at 11:59 p.m.
Day 2 Jan. 18	Quiz 1 & 2: Ch. 1 & 16 <u>CM Chapter 16.</u> The Business of Content Marketing		
WEEK 3			
DAY 1	Quiz 3: Ch. 2		

Jan. 23	CM Chapter 2. Content and Its Different Forms		How-To Infographic #1: Conversion Storytelling due Sunday, Jan. 29 at 11:59 p.m.
DAY 2 Jan. 25	Reflection #1 Copywriting Presentation #1 – Copywriting 101 & Features vs. Benefits Exercise <ul style="list-style-type: none"> - Copywriting 101 and the difference between copywriting and content writing - How copywriting fits into content writing - The business of copywriting today - Real world examples for B2C & B2B - Tips for marketers - Features vs. Benefits exercise 		
WEEK 4			
DAY 1 Jan. 30	Quiz 4: Ch. 3 CM Chapter 3. Marketing Principles		Content Marketing Plan Homework Assignment #2: Buyer Persona due Sunday, Feb. 5 at 11:59 p.m.
DAY 2 Feb. 1	Reflection #2 Copywriting Presentation #2 – Conversion Copywriting & Swipe File Exercise <ul style="list-style-type: none"> - What is it? How do marketers use conversion copywriting today? - What's the difference between non-hard-sell content and hard-sell content? - Describe how product-based companies use conversion copywriting vs. how service-based and nonprofit companies use it - Real world examples for B2C & B2B 		

	<ul style="list-style-type: none">- Tips for marketers- Swipe file exercise		
WEEK 5			
DAY 1 Feb. 6	Quiz 5: Ch. 4 <u>CM Chapter 4.</u> Blogging: Writing for the Web		Content Marketing Plan Homework Assignment #3: “Why” & Content Niche due Sunday, Feb. 12 at 11:59 p.m.
DAY 2 Feb. 8	Reflection #3 Copywriting Presentation #3 – Website and Blog Copywriting & Headline Writing Exercise <ul style="list-style-type: none">- Website copywriting 101- Blog copywriting 101- How to start website and blog copywriting- Real world examples for B2C & B2B- Tips for marketers- Headline Writing exercise		
WEEK 6			
DAY 1 Feb. 13	Quiz 6: Ch. 5 <u>CM Chapter 5.</u> Video Content		Content Marketing Plan Homework Assignment #4: Podcast Episode due Sunday, Feb. 19 at 11:59 p.m.
DAY 2 Feb. 15	Reflection #4 Copywriting Presentation #4 – Video and Script Copywriting & Video Vision Board Exercise <ul style="list-style-type: none">- Video copywriting 101- Video script copywriting 101- YouTube, IG and TikTok video copywriting- Real world examples for B2C & B2B- Tips for marketers- Video Vision Board exercise		
WEEK 7			
DAY 1 Feb. 20	Quiz 7: Ch. 6 <u>CM Chapter 6.</u>		How-To Infographic #2: Empathy Map and

	Podcasts and Other Audio Content		how it's used in Content Marketing due Sunday, Feb. 26 at 11:59 p.m.
DAY 2 Feb. 22	Reflection #5 Copywriting Presentation #5 – Audio Copywriting & Podcast Episode #2 Exercise <ul style="list-style-type: none">- Audio Copywriting 101- Radio Copywriting 101- Podcasting Copywriting Strategy- Real world examples for B2C & B2B- Tips for marketers- Podcast Episode #2Name and Description exercise		
WEEK 8			
DAY 1 Feb. 27	Copywriting Presentation #6 – Emotional Copywriting & Empathy Map Exercise <ul style="list-style-type: none">- Empathy Map 101- How to inject empathy into your copywriting- Emotional copywriting 101 and how it relates to empathy copywriting- Real world examples for B2C & B2B- Tips for marketers Empathy Map exercise		Study for Midterm Exam – HubSpot Content Marketing Certification
DAY 2 Mar. 1	Midterm Exam: HubSpot Content Marketing		
Spring Break			
DAY 1 Mar. 6	Spring Break – No Classes		
DAY 2 Mar. 8	Spring Break – No Classes		
WEEK 9			
DAY 1 Mar. 13	Quiz 8 & 9: Ch. 7 & 8 CM Chapters 7 & 8.		How-To Infographic #3: AI Powered Content

	Visual Content & Events, Downloads and More		and AI Content Tools due Sunday, Mar. 19 at 11:59 p.m.
DAY 2 Mar. 15	Reflection #6 Copywriting Presentation #7 – Visual Copywriting 101 & Writer’s Block Exercise <ul style="list-style-type: none"> - Graphics and Copywriting 101 - Copywriting for Infographics 101 - Visual Copy 101 - Real world examples for B2C & B2B - Tips for marketers - Writer’s Block exercise Copywriting Presentation #8 – CSR/Inclusive/Diversity Copywriting 101 & Score Your Company Exercise <ul style="list-style-type: none"> - Corporate Social Responsibility (CSR) Copywriting 101 - Inclusive Copywriting 101 - Writing for Diversity and Inclusion 101 - Real world examples for B2C & B2B - Tips for marketers Diversity and Inclusion - Score Your Company exercise 		
WEEK 10			
DAY 1 Mar. 20	Quiz 10 & 11: Ch. 9 & 10 <u>CM Chapters 9 & 10.</u> Selecting and Social Media Platform & Sharing Content on Social Media		How-To Infographic #4: What is topical authority and how does content play a role? due Sunday, Mar. 26 at 11:59 p.m.
DAY 2 Mar. 22	Reflection #7 Copywriting Presentation #9 – SM Copywriting 101 & Caption This! Exercise <ul style="list-style-type: none"> - SM Copywriting 101 		

	<ul style="list-style-type: none">- SM Captions Copywriting 101- SM Engagement Copywriting Strategies- Real world examples for B2C & B2B- Tips for marketers- Caption This! exercise		
WEEK 11			
DAY 1 Mar. 27	Quiz 12: Ch. 11 CM Chapter 11. Search Engine Optimization		How-To Infographic #5: Voice Search Will Evolve How Content Marketing Sounds due Sunday, Apr. 2 at 11:59 p.m.
DAY 2 Mar. 29	Reflection #8 Copywriting Presentation #10 – Topical Authority and SEO Copywriting 101 & Mind Map Exercise <ul style="list-style-type: none">- Topical Authority 101- Will it replace keyword research in content marketing?- SEO Copywriting 101- Real world examples for B2C & B2B- Tips for marketers- Mind Map exercise		
WEEK 12			
DAY 1 Apr. 3	Quiz 13 & 14: Ch. 12 & 13 CM Chapters 12 & 13. List Building and Email Marketing & Refreshing Older Content		Content Marketing Plan & Pitch/Slides due Sunday, Apr. 16 at 11:59 p.m.
DAY 2 Apr. 5	Reflection #9 Copywriting Presentation #11 – Technical/Voice Search Copywriting 101, VR Storytelling & Technical Copywriting Exercise <ul style="list-style-type: none">- Voice Search Copywriting 101- Technical Copywriting 101- VR Scriptwriting and Storytelling		

	<ul style="list-style-type: none">- Real world examples for B2C & B2B- Tips for marketers- Technical Copywriting exercise <p>Copywriting Presentation #12 – Advertising and Sales Copywriting 101 & Ad Exercise</p> <ul style="list-style-type: none">- Advertising Copywriting 101- Sales Copy 101- Retargeting Copywriting 101- Real world examples for B2C & B2B- Tips for marketers- Re-write an Ad exercise		
WEEK 13			
DAY 1 Apr. 10	Quiz 15: Ch. 14 CM Chapter 14. Content Marketing Analytics		Content Marketing Plan & Pitch/Slides due Sunday, Apr. 16 at 11:59 p.m.
DAY 2 Apr. 12	Reflection #10 Application Day – Content Marketing Plan & Pitch		
WEEK 14			
DAY 1 Apr. 17	Quiz 16: Ch. 15 CM Chapter 15. Online Advertising		Study for FINAL Exam - Hootsuite Marketing Certifications
DAY 2 Apr. 19	Content Marketing Plan Pitches <ul style="list-style-type: none">1. Most Memorable Pitch2. Most Improved Story3. Most Likely to Succeed		
WEEK 15			
DAY 1 Apr. 24	Content Marketing Plan Pitches <ul style="list-style-type: none">4. Most Memorable Pitch5. Most Improved Story6. Most Likely to Succeed		Study for FINAL Exam - Hootsuite Marketing Certifications

DAY 2 Apr. 26	Content Marketing Plan Pitches <ol style="list-style-type: none"> 1. Most Memorable Pitch 2. Most Improved Story 3. Most Likely to Succeed 		
Week 16			
FINAL EXAM Wednesday, May 3rd from 10:30 a.m. to 1:00 p.m.			

Note: Assignment description and requirements are provided in Canvas.