Fermanian School of Business

Point Loma Nazarene University

MKT 4050: Digital Marketing Content

Number of Units: 3

Spring 2024

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, May 2nd from 10:30 a.m. to 1:00 p.m.	**Office location and hours:** FSB 133 Tuesdays and Thursdays from 9a-10:45a and Thursdays after 12:15p 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.

REQUIRED TEXTS

1. Active [ChatGPT account](#).

2. Required Textbook: This course uses a digital textbook titled, *Content Marketing Strategies: Planning, Creating and Distributing Content*. Once you sign into Canvas and select the course, there will be a Stukent button on the left-hand side navigation bar. There you will click on the button and launch into Stukent where you will register for the course and purchase the textbook and Simternship™.

3. Required: Stukent Content Marketing Simternship™. The simulation provides students hands-on educational experiences with important elements of content marketing in a fictitious scenario in which they take on the role of content marketing manager at Buhi Supply Co. Student work includes creating strategic content requests with the goal of increasing conversion rate, social media subscribers, podcast subscribers, email subscribers, and ultimately revenue. Along the way, students have the opportunity to create content as well. At the end of this simulated internship, students will be able to:
    *   Analyze target market personas
    *   Plan content based on target market and search intent
    *   Create blogs, podcasts, and videos
    *   Research and identify best keywords for SEO
    *   Allocate a content budget
    *   Assess peer's work and deliver constructive feedback
    *   Analyze metrics to determine the best content marketing strategy
    *   Apply best practices for content execution and creation

4. Required: HubSpot Content Marketing Certification Midterm Exam. This certification course will give you an overview of how to become an effective content marketer. You will learn a content creation framework for producing effective content on a consistent basis, how to create and repurpose content that both humans and search engines will love, and how to become a stronger, leaner, and more strategic content marketer. Login to your HubSpot account and register for the Content Marketing Certification course. You must take the exam during the scheduled time, see Canvas for details. DO NOT take the exam before the designated Midterm Exam day and time. You will need to pass the certification exam to receive full credit.

5. Required: Hootsuite Platform & Social Marketing Certifications FINAL Exam. You will get your Hootsuite Platform and Social Marketing Certifications. The online exams are based on Hootsuite's online training courseware – you will develop skills to use Hootsuite's social media marketing (SMM) automation platform and learn foundational SMM tactics to grow followers, engagement,

and business results. The course materials and exams will take approximately 10 hours in total. You must take the exams during the scheduled time, see Canvas for details. DO NOT take the exams before the designated FINAL Exam day and time provided in the syllabus. You need to pass both exams to receive full credit. Follow the professor's instructions to register for the training courses.

ARTIFICIAL INTELLIGENCE (AI) POLICY

You are allowed to use Artificial Intelligence (AI) tools (e.g, ChatGPT, iA Writer, Marmot, Botowski, etc.) in this course for first drafts ONLY. Any work that utilizes AI-based tools must be clearly identified as such, including the specific tool(s) used. For example, if you use ChatGPT, you must cite ChatGPT including the version number, year, month and day of the query and the statement "Generated using OpenAI. https://chat.openai.com/"

If used, the student must report it and a copy of the AI-generated work must be provided. *The AI-generated work is not sufficient.* You must "own" the work by making revisions that align with the specific assignment and it must be clear that your final submission is uniquely your "own" work. Credit will not be given for work that is AI-generated, without your additions to align with the assignment.

COURSE SCHEDULE AND ASSIGNMENTS

What is Your Why (15 pts.):

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

Bring Your Own Lunch (BYOL) Sessions (2; 20 pts. each):

Each student will be required to attend a minimum of two BYOL sessions where the focus is to build relationships. You will bring your own lunch to the classroom and come prepared to ask questions and get to know your classmates as well as the professor. Sign up for both days in Canvas under the People tab.

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 16 quizzes in class. There are NO makeup quizzes. If a student is late to class, the student will not receive credit for the quiz or be able to make it up** *(see class schedule and Canvas for due dates).*

Weekly Generative Artificial Intelligence (AI) Lab (13; 20 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.

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

Students will choose a partner they want to work with and present on an assigned generative AI topic. Each pair will create visually appealing and informational slides to present according to the presentation schedule in Canvas. Each student must guide and teach the class how to create prompts 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 AI Lab day with the assistance of the professor and client. The formal presentation should be 10 minutes and the lab will consist of the remaining time in class. You must dress professionally; a blazer is required and dress slacks/pants/skirts. Late presentations will receive a zero, no exceptions.

Content Marketing Simternship™ (10 rounds; 20 pts. each):

Students will individually complete each round without the assistance of anyone else. Students will be graded each round. *Each round is due the week it falls on by Monday at 11:59 p.m. (see class schedule and Canvas for due dates).*

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

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

Attendance/Participation (these points are folded into the AI Lab day points):

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

ASSESSMENT AND GRADING

ASSIGNMENTS	POINTS	GRADE SCALE
What is Your Why?	15	A=93-100%
Bring Your Own Lunch (BYOL) Sessions (2; 20 pts. each)	40	A-=92-90% B+=87-89% B=83-86%
Weekly Quizzes (16; 10 pts. each)	160	B-=80-82% C+=77-79%
Weekly Generative Artificial Intelligence (AI) Lab (13; 20 pts. each)	260	C=73-76% C-=70-72% D+=67-69% D=63-66%
AI Presentation on Assigned Topic	100	D-=60-62% F=0-59%
Content Marketing Simternship (10 rounds; 20 pts. each)	200	
HubSpot & Hootsuite Exam Certifications (3; 75 pts. each)	225	
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 Academic Policies for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. 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

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

INSTRUCTOR FEEDBACK

Assignments will be graded as soon after the due date as possible and grades for the week will be posted to the Canvas gradebook by the following week. If an immediate response is needed email or phone the instructor.

USE OF TECHNOLOGY

In order to be successful in your course, you'll need to meet the minimum technology and system requirements; please refer to the *Technology and System Requirements* information. Additionally, students are required to have headphone speakers, microphone, or webcams compatible with their computer available to use 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. 9	Discussion of course content, assignments, grading, etc. *What is your why?* Introductions		Activate Stukent Account Locate HubSpot Content Marketing Certification Course in Account
DAY 2 Jan. 11	**Content Marketing Strategies (CM) Chapter 1.** What is Content Marketing?		
WEEK 2			
DAY 1 Jan. 16	Quiz 1 & 2: Ch. 1 & 16 **CM Chapter 16.** The Business of Content Marketing **BYOL #1**		Content Marketing Simternship Round 1 due Monday, Jan. 22 at 11:59 p.m.
Day 2 Jan. 18	**Generative AI Lab #1 & #2 Copywriting 101** **&** **Spotlight Effect**		
WEEK 3			
DAY 1 Jan. 23	Quiz 3: Ch. 2 **CM Chapter 2.** Content and Its Different Forms **BYOL #2**		Content Marketing Simternship Round 2 due Monday, Jan. 29 at 11:59 p.m.
DAY 2 Jan. 25	**Generative AI Lab #3 Storytelling 101 (Recruitment exercise)**		

WEEK 4			
DAY 1 Jan. 30	Quiz 4: Ch. 3 **CM Chapter 3.** Marketing Principles		Content Marketing Simternship Round 3 due Monday, Feb. 5 at 11:59 p.m.
DAY 2 Feb. 1	**Generative AI Lab #4 ESG Messaging (Why exercise)** **BYOL #3**		
WEEK 5			
DAY 1 Feb. 6	Quiz 5: Ch. 4 **CM Chapter 4.** Blogging: Writing for the Web		Content Marketing Simternship Round 4 due Monday, Feb. 12 at 11:59 p.m.
DAY 2 Feb. 8	**Generative AI Lab #5 Thought Leadership 101 (Topic Cluster & Blog exercise)** **BYOL #4**		
WEEK 6			
DAY 1 Feb. 13	Quiz 6: Ch. 5 **CM Chapter 5.** Video Content		Content Marketing Simternship Round 5 due Monday, Feb. 19 at 11:59 p.m.
DAY 2 Feb. 15	**Generative AI Lab #6 Script writing for Video Content (Generate a Script)**		
WEEK 7			
DAY 1 Feb. 20	Quiz 7: Ch. 6 **CM Chapter 6.** Podcasts and Other Audio Content		Content Marketing Simternship Round 6 due Monday, Feb. 26 at 11:59 p.m.
DAY 2 Feb. 22	**Generative AI Lab #7 Podcast Content Marketing 101 (Create a 12-month Podcast Schedule & 1st episode content)** **BYOL #5**		
WEEK 8			
DAY 1 Feb. 27	Quiz 8: Ch. 7 **CM Chapter 7.** Visual Content		Study for Midterm Exam – HubSpot Content Marketing Certification
DAY 2 Feb. 29	**Midterm Exam: HubSpot Content Marketing**		
Spring Break			
DAY 1	**Spring Break – No Classes**		

Mar. 5			
DAY 2 Mar. 7	**Spring Break – No Classes**		
WEEK 9			
DAY 1 Mar. 12	Quiz 9: Ch. 8 **CM Chapter 8.** Events, Downloads and More **BYOL #6**		Content Marketing Simternship Round 7 due Monday, Mar. 18 at 11:59 p.m.
DAY 2 Mar. 14	**Generative AI Lab #8 AI for Visual Content (Create infographic exercise)**		
WEEK 10			
DAY 1 Mar. 19	Quiz 10: Ch. 9 **CM Chapter 9**. Selecting a Social Media Platform **BYOL #7**		Content Marketing Simternship Round 8 due Monday, Mar. 25 at 11:59 p.m.
DAY 2 Mar. 21	**Generative AI Lab #9 AI for Social Media Posts (create SM posts)**		
WEEK 11			
DAY 1 Mar. 26	Quiz 11: Ch. 10 **CM Chapter 10.** Sharing Content on Social Media		
DAY 2 Mar. 28	**Easter Recess – No Class**		
WEEK 12			
DAY 1 Apr. 2	Quiz 12: Ch. 11 **CM Chapter 11**. Search Engine Optimization		Content Marketing Simternship Round 9 due Monday, Apr. 8 at 11:59 p.m.
DAY 2 Apr. 4	**Generative AI Lab #10 Finding Content Gaps (Search Engine Research Exercise)** **BYOL #8**		
WEEK 13			
DAY 1 Apr. 9	Quiz 13: Ch. 12 **CM Chapter 12**. List Building and Email Marketing		Content Marketing Simternship Round 10 due Monday, Apr. 15at 11:59 p.m.
DAY 2 Apr. 11	**Generative AI Lab #11**		

	AI for Email Marketing (Email exercise) BYOL #9		
WEEK 14			
DAY 1 Apr. 16	Quiz 14 & 15: Ch. 13 & 14 **CM Chapters 13 & 14**. Refreshing Older Content & Content Marketing Analytics		Study for FINAL Exam - Hootsuite Certification Exams
DAY 2 Apr. 18	**Generative AI Lab #12 Infusing Data Analytics into Content Marketing (analyze data using AI)** BYOL #10		
WEEK 15			
DAY 1 Apr. 23	Quiz 16: Ch. 15 **CM Chapter 15**. Online Advertising		Study for FINAL Exam - Hootsuite Certification Exams
DAY 2 Apr. 25	**Generative AI Lab #13 AI for Ad Copy Generation (create ads exercise)**		
Week 16			
FINAL EXAM **Thursday, May 2nd from 10:30 a.m. to 1:00 p.m.**			

Note: Assignment description and requirements are provided in Canvas.