Fall 2023, Quad 2

October 28 - December 22

Meeting Location: Online

[DOWNLOAD SYLLABUS](#)

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Office Location and Hours: FSB 126
Mondays and Wednesdays from 9a-10:45a
Tuesdays and Thursdays 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. cultures.

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.

INSTITUTIONAL LEARNING OUTCOMES

1. **Learning, Informed by our Faith in Christ**
   Students will acquire knowledge of human cultures and the physical and natural world while developing skills and habits of the mind that foster lifelong learning.
2. **Growing, In a Christ-Centered Faith Community**
   Students will develop a deeper and more informed understanding of others as they negotiate complex professional, environmental and social contexts.
3. **Serving, In a Context of Christian Faith**
   Students will serve locally and/or globally in vocational and social settings.

COURSE LEARNING OUTCOMES

The student who successfully completes this course will 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).

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

- 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
- 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 find the Content Marketing Certification course to begin studying for the 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. It is pass or fail. If you pass you get 100% of the total points. If you fail, you get zero points.
- 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. It is pass or fail. If you pass you get 100% of the total points. If you fail, you get zero points.

Students are responsible to have the required textbooks prior to the first day of class. Students are also encouraged to begin reading the books in preparation for the class as soon as possible.

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 three-unit class delivered over eight 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 115 total hours meeting the course learning outcomes. The time estimations are provided in the module overviews.

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.

COURSE ASSIGNMENTS

Weekly Quizzes (14 @ 25 pts. each):

The textbook is well written and contains a lot of basic information about digital and social media marketing. Throughout the semester there will be weekly online quizzes that students will complete in Canvas. The purpose of these quizzes is to ensure that students have read and understood the textbook chapters. **Students will complete 8 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).*

Video Comments (8 @ 15 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.

Content Marketing Simternship (10 rounds; 25 pts. each):

Students will participate in a series of online simulation exercises on the Stukent platform.

Current Trend Presentation (100 pts. for presentation; 40 pts. for comments):

All students must present the assigned current trend during the semester. You will be paired with another student and must record a 15-minute presentation. Be creative and engaging as you present, especially since it's virtual! Teaching the class new information related to the topic, providing tips for how to implement it in business today, real-world examples that illustrate your key points, credible references providing evidence that what you're saying is current and well researched, creativity, visual appeal and slides free of grammar/spelling errors will earn you the most points. You must dress professionally; a blazer and collared shirt is preferred. Late presentations will receive a zero, no exceptions.

Every presentation will be peer reviewed by the class.

HubSpot Content Marketing & Hootsuite Social Marketing Certifications (100 pts. each):

Each student will be required to take two industry exams and receive marketing certifications if the exam is passed according to the requirements. You will need to pass the certification exam to receive full credit.

ASSESSMENT AND GRADING

Student grades will be posted in the Canvas grade book no later than midnight on Tuesday of each week beginning in Week Two of this course. It is important to read the comments posted in the grade book as these comments are intended to help students improve their work. Final grades will be posted within one week of the end of the class. Grades will be based on the following:

Distribution of Points

Course Assignments	Points
Academic Honesty Verification	5
Introduce Yourself	5
Weekly Quizzes	280

(14 total; 20 pts. ea.)	
Video Comment Assignments (8 total; 15 pts. ea.)	120
Content Marketing Simternship (10 rounds; 25 pts. ea.)	250
Current Trend Presentation & Comment (100 pts. for presentation; 10 pts. for each comment, 40 pts. total for comments)	140
Certification Exams (2; 100 pts. each)	200
Total Points	**1000**

Standard Grade Scale Based on Percentages

A	B	C	D	F
A 93-100	B+ 87-89	C+ 77-79	D+ 67-69	F Less than 59
A- 90-92	B 83-86	C 73-76	D 63-66	
	B- 80-82	C- 70-72	D- 60-62	

Students must complete the required program hours in the major (program) from Point Loma Nazarene University with a minimum grade of "C" in each course and an overall 2.00 grade point average.

INCOMPLETES 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 in the following University-sanctioned circumstances: illness (with doctor's note), death, university-sponsored field trip or activity, military obligation, or religious holiday. There are no makeup quizzes or exams.

SPIRITUAL CARE

PLNU strives to be a place where you grow as a whole person. To this end we provide resources for our Graduate and Adult Undergraduate students to encounter God and grow in their Christian faith. At the Mission Valley (MV) campus we have an onsite chaplain who is available during class break times across the week. If you have questions for, desire to meet or share a prayer request please email mvchaplain@pointloma.edu.

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.

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.

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.

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 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.

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

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PLNU ATTENDANCE AND PARTICIPATION POLICY

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 retroactively 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.

USE OF TECHNOLOGY

In order to be successful in the online or hybrid environment, 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. 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.

ASSIGNMENTS AT-A-GLANCE