

Wayland Mission Statement

Wayland Baptist University exists to educate students in an academically challenging, learning-focused, and distinctively Christian environment for professional success, and service to God and humankind.

Contact Information

Course: MKTG 3325 VC01 – Content Marketing

Campus: <<Location, or, WBUonline >>

Term/Session: Fall 2 2022

Instructor: Leon Chickering

Cell #: 360-888-4725

WBU Email Address: leon.chickering@wayland.wbu.edu

Office Hours, Building, and Location: WBUonline

Class Meeting Time and Location: <<Ex. Monday 6-9 p.m., NBB, Room 207>>

Textbook Information

Required Textbook(s) and/or Required Materials:

| BOOK | AUTHOR | ED | YEAR | PUBLISHER | ISBN# |
|---|--------|----|------|-----------|-----------------|
| <u>Business Writing: A Content Marketing Approach</u> | Grauer | | 2019 | Stukent | 9780-99963-0211 |

The textbook for this course is part of the **Wayland's Automatic eBook** program. You will have access to an eBook and interactive learning material on the first day of class through your Blackboard course site. The cost of this Automatic eBook will be billed directly to your student account when you register for the course. You will be notified via email with access instructions and additional information. If you do not wish to participate in the Automatic eBook program, you will have the first 12 days of class to opt-out of the program (additional details will be outlined in your email instructions). For more information on the Automatic eBook program, visit the Wayland Bookstore [Automatic eBook FAQ](#) page.

Optional Materials: <<List optional materials recommended to enhance student learning>>

| CERTIFICATION | | | | PUBLISHER | | |
|------------------------------|--|--|--|----------------|--|--|
| <u>Content Marketing</u> | | | | <u>HubSpot</u> | | |

Course Information

Catalog Description:

The case for content marketing utilizing internet tools such as websites, search engines, mobile platforms and video/image based marketing. Examines how popular website development tools are used to create engaging and interactive websites. Additionally, works through crisis management and the future of content marketing through the lens of earned, owned, and paid media.

Prerequisite:

None

Course Outcome Competencies:

- Apply the use of content marketing through creative, copy and video/image based marketing.
- Differentiate website tools used in website design and development to optimize digital marketing efforts
- Assess the value to a company of web analytics and optimization through its content
- Evaluate legal and ethical issues associated with content marketing

Attendance Requirements

WBUonline

Students are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. Student “attendance” in an online course is defined as active participation in the course as described in the course syllabus. Instructors in online courses are responsible for providing students with clear instructions for how they are required to participate in the course. Additionally, instructors are responsible for incorporating specific instructional activities within their course and will, at a minimum, have weekly mechanisms for documenting student participation. These mechanisms may include, but are not limited to, participating in a weekly discussion board, submitting/completing assignments in Blackboard, or communicating with the instructor. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Any student absent 25 percent or more of the online course, i.e., non-participatory during 2 or more weeks of an 8-week session, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Any student who has not actively participated in an online class prior to the census date for any given session is considered a “no-show” and will be administratively withdrawn from the class without record. To be counted as actively participating, it is not sufficient to log in and view the course. The student must be submitting work as described in the course syllabus. Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university’s attendance policy.

University Policies

Statement on Plagiarism and Academic Dishonesty: Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

Disability Statement: In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Director of Counseling, Career and Disability Services serves as the coordinator of students with disability and should be contacted concerning accommodation request at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

Accessibility issues with content in WBUonline courses or in Blackboard should be addressed to the WBU accessibility coordinator, Dr. Trish Ritschel-Trifilo, trifilot@wbu.edu or call (806) 291-3745.

Student Grade Appeals: Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.

Course Requirements and Grading Criteria

Late assignments are graded with a 10% late penalty for the first week and 20% for the second week. Assignments later than 2 weeks will not be accepted. All late work and assignments must be turned in by final course date. Discussions are not accepted after the due date. Details for each activity are outlined below in the chart showing week, deliverables, points, percentages, and due dates.

Student Introduction – Students will earn **10 points** for introducing themselves to their peers.

Stukent sign up for textbook <https://home.stukent.com/join/2A1-DBB>

HubSpot Certification—Students will take the HubSpot Content Marketing certification course. Here is the link; <https://app.hubspot.com/academy/8555993/tracks/15/557/2843>

Discussion posts and Follow up . In weeks 2, 4, and 6 you will have a discussion question. It will relate to the HubSpot Certification course. Please follow the questions and requirements for each posting as detailed in the discussion question. In weeks 3, 5, and 7 you will do two (2) response posts to your classmates' posts from the previous week.

Assignments

- **LinkedIn update**--Students will be responsible for their LinkedIn profile and/or update by week 2 (**50 points**) www.linkedin.com. Send me an invite.
- **Marketing Analysis letter** –To be completed by week 4 (**50 points**). Write a business letter to a brand to persuade them to invest in increased content marketing and provide tips on how to do so. This letter should include the following;
 - Benefits of content marketing

- Successful content marketing done by a competitor
 - Share how you would improve on their current program
 - Include tips on how to work with influencers
 - This letter must be accompanied by a slideshow, video, or written report to illustrate the points you have made in your letter
 - Details can be found in Chapter 7 assignment 9 (from our textbook)
- **HubSpot Completion paper due last week of class; (90 points)**
 - Student will answer the following questions in an APA formatted assignment regarding the HubSpot certification. Please include examples from some of the sections
 - What are your key takeaways?
 - What will you be able to apply to your future business experiences?
 - What would you change about the certification?
 - Should you explain the certification to another student or somebody in your work life how would you characterize it? What would be its strengths and weaknesses?
 - The paper will be at least two pages of content with one page as the title and appropriate references if required

Exams – there are two exams, midterm and final covering the first half of the textbook chapters and the second half of the chapters **The University has a standard grade scale:**

A = 90-100, B = 80-89, C = 70-79, D = 60-69, F= below 60, W = Withdrawal, WP = withdrew passing, WF = withdrew failing, I = incomplete. An incomplete may be given within the last two weeks of a long term, within the last week of an 8-week session, or within the last two days of a microterm to a student who is passing, but has not completed a term paper, examination, or other required work for reasons beyond the student’s control. A grade of “incomplete” is changed if the work required is completed prior to the last day of the next long 16-week term or 8-week session, unless the instructor designates an earlier date for completion. If the work is not completed by the appropriate date, the I is converted to an F.

Tentative Schedule

| Week | Deliverable | Points | Percentage | Due Date |
|----------|--|--------|------------|------------|
| Week One | Introduction to Business Writing w/grammar & punctuation | | | |
| | Introduction * starts Thursday for full points | 10 | 2.0% | 10/16/2022 |
| | HubSpot Sign with DF beginning week 2 | | | 10/16/2022 |
| | Read Chapters 1 & 2 | | | 10/16/2022 |
| Week Two | Resumes and Email etiquette | | | |
| | Discussion * starts Thursday for full points LinkedIn update | 75 | 15.0% | 10/23/2022 |
| | Read Chapters 3 & 4 | | | 10/23/2022 |
| Week 3 | Presentations and Intro to Content Marketing | | | |
| | Read Chapters 5 & 6 | | | 10/30/2022 |
| | Reply-Discussion * starts Thursday for full points | 25 | 5.0% | 10/30/2022 |

| | | | | |
|------------|--|-----|--------|------------|
| Week Four | Content Marketing & Earned Media | | | |
| | Discussion * starts Thursday for full points | 25 | 5.0% | 11/6/2022 |
| | Read Chapters 7 & 8, and first half exam & Market Newsletter | 150 | 30.0% | 11/6/2022 |
| Week Five | Owned and Paid Media | | | |
| | Reply-Discussion * starts Thursday for full points | 25 | 5.0% | 11/13/2022 |
| | Read Chapters 9 & 10 | | | 11/13/2022 |
| Week Six | Audiences and Segmentation | | | |
| | Discussion * starts Thursday for full points | 25 | 5.0% | 11/20/2022 |
| | Read Chapter 11 & 12 | | | 11/20/2022 |
| Week Seven | Dealing with Crisis and Content Marketing's Future THANKSGIVING BREAK 11/21-25 Read Chapter 13 | | | |
| | Reply-Discussion * starts Thursday for full points | 25 | 5.0% | 12/4/2022 |
| Week Eight | Course Summary with 2 nd Exam and HubSpot paper | | | |
| | Exam 100 points and HubSpot Completion 40 points | 140 | 34.0% | 12/11/2022 |
| Totals | | 500 | 100.0% | |