**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**

: WBUonline>

**Term/Session**

**:** Fall 2 2025

**Instructor**

**:** Leon Chickering

**Office Phone Number/Cell #**

**:** 360-888-4725

**WBU Email Address**

**:** leon.chickering@wayland.wbu.edu

**Office Hours, Building, and Location**

**:** Contact me via email/text/phone. I am on Pacific time

**Class Meeting Time and Location**

**:** Online

**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

**Textbook Information**

**Required Textbook(s) and/or Required Materials**

**:**

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** |
| --- | --- | --- | --- | --- | --- |
| Content Marketing Strategies/Planning, Creating, and Distributing Content | Mattar |  | 2024 | Stukent | 9781-95696-3083 |
| Pitch Vantage |  |  |  |  | 9780-69293-3008 |

*This course is part of the* ***Pioneer Academic Access Program****. You will have access to an eBook, access code, and interactive learning material on the first day of class through your Blackboard course site. You will be notified via email with access instructions and additional information. If the course requires a physical book you can order at bookstore.wbu.edu. You can choose to opt-out, however if you do you will lose access to* ***EVERY******class/material*** *and have to source through third party vendors.*

**Optional Materials**

**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**

**<<**Select appropriate campus and delete the rest. Add your class attendance policy below the

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**

**Academic Integrity**

**:**

[Link to Statement on Academic Integrity](https://www.wbu.edu/academics/writing-center/Academic%20Integrity%20Statement%20Pol%208.4.1%20Attch%20Oct%2020222.pdf)

**Artificial Intelligence:** reference one of the following in regard to how generative artificial intelligence (GAI) such as ChatGPT may or may not be used in this course: Choose A, B or C and delete the others.

* 1. **No use of any generative AI tools permitted.**
		1. Students are required to create and produce all work themselves or with assigned group members. Any work submitted that has used an AI generative tool like ChatGPT will be in immediate violation of the academic integrity policies for the course and WBU.
		2. All assignments must be fully created, designed, and prepared by the student(s).
		3. Any work that uses generative AI will be treated as plagiarism.

**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 Disability Services Coordinator and Academic Coach serves as the coordinator of students with disabilities and must be contacted concerning accommodation requests. Office: (806) 291-1057. Documentation of a disability must accompany any request for accommodations.

**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.

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

**Mimic Content Marketing Simulation**—this robust program is combined with the textbook to create a very valuable example of real-world content marketing processes. This program is designed to give the student real life experiences. Each week you will be assigned, coinciding with textbook chapters modules, discussion forums which will be taken from the results of the simulation. Two rounds every week beginning in week 1 and ending in week 7. To access the Stukent Simulation, copy this link to your browser <https://join.stukent.com/join/801-6A5>

You may pay for this directly to Stukent or through the WBU bookstore.

**Discussion posts and Follow up .** In weeks 2, 4, and 6 you will have a discussion question. It will relate to the **simulation** and will consist of you detailing what you did in the simulation. 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.

**Presentations/Assignments—**There will be 2 presentations worth 75 points each using PitchVantage. One Presentation on Stukent simulation, Integration of Faith

**Exams** – there are two exams, midterm and final covering the first half of the textbook chapters and the second half of the chapters.

## **Grading Scale:**

A 90% - above 450 - 500

B 80% - above 400 - 449

C 70% - above 350 - 399

D 60% - above 300 - 359

F 50% - above 0 - 250

**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.

**Tentative Schedule**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Week** | **Deliverable** | **Points** | **Percentage** | **Due Date** |
| Week One | What is Content Marketing & Forms (MKTG 3325) |  |  |  |
|  | Student introductions \* starts Thursday for full points  |  10 | 2.0% | 10/19/2025 |
|  | Mimic Content Marketing round 1 &2 (continuing to week 7) |   |  | 10/19/2025 |
|  | Read Chapters 1 & 2 and Mimic sign up  |  |  | 10/19/2025 |
| Week Two | Marketing Principles & Blogging |  |  |  |
|  | Discussion round 1 & 2 \* starts Thursday for full points | 25 | 5.0% | 10/26/2025 |
|  | Read Chapters 3 & 4  |   |  | 10/26/2025 |
| Week Three | Video and Podcasts |  |  |  |
|  | Read Chapters 5 & 6  |   |  | 11/2/2025 |
|  | Reply-Discussion and PV presentation on Faith |  100 |  1 5.0% | 11/2/2025 |
| Week Four | Visual Content and Events, Downloads |  |  |  |
|  | Discussion round 3 & 4 \* starts Thursday for full points  |  25  |  5.0% | 11/9/2025 |
|  | Read Chapters 7 & 8 , and first half exam  |  100 | 20.0% | 11/9/2025 |
| Week Five | Selecting Social Media Platform & Sharing Content |  |  |  |
|  | Reply-Discussion \* starts Thursday for full points |  25 | 5.0% | 11/16/2025 |
|  | Read Chapters 9 & 10,  |   | 5.0% | 11/16/2025 |
| Week Six | SEO and List Building |  |  |  |
|  | Discussion round 5 & 6 \* starts Thursday for full points |  25 | 5.0% | 11/23/2025 |
|  | Read Chapter 11&12 |  |  | 11/23/2025 |
| Week Seven | Refreshing & Analytics  |   |  | 11/30/2025 |
|  | Read Chapters 13 & 14  Reply-Discussion & PV presentation |  100 | 20.0% | 11/ 30/2025 |
| Week Eight | Online Advertising & Business (Chapters 15&16) |  |  |  |
|  | Exam (100 points)  | 100 |  20.0% | 12/7/2025 |
| Totals |  | 500 | 100.0% |  |

**Additional Information**