

Campus Name--online

School of Business

# 2. UNIVERSITY 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.

# 3. COURSE NUMBER & NAME:

MKTG 3325 VC01 -Content Marketing (outbound)

# **4. TERM**:

# Spring 2 2021

# **5. INSTRUCTOR**:

# Leon Chickering

# **6. CONTACT INFORMATION**:

Office phone: n/a

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

Cell phone: 360-888-4725

# **7. OFFICE HOURS, BUILDING & LOCATION**:

 call/email for appointment—I am on Pacific Time

# **8. COURSE MEETING TIME & LOCATION**:

Meeting day & time: online

# **9. CATALOG DESCRIPTION**:

Writing is an essential skill in the business world. But communicating effectively is not just about using proper spelling and grammar in job applications (as important as that is). As the internet becomes more and more prevalent in society at large, even entry-level jobs require workers that know how to communicate with a wide range of audiences.

This class will give you the tools to communicate effectively within the workplace, while also equipping you with the skills necessary to write for entire departments, an organization’s board members, prospective customers, and current clients.

By the end of the course, you will not only be able to write resumes and cover letters for specific jobs in which you are interested in applying, but you’ll also be able to analyze a brand’s content marketing strategy and come up with suggestions on improving it.

# 10. PREREQUISITE:

MKTG3312

# **11. REQUIRED TEXTBOOK AND RESOURCE MATERIAL**:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| Business Writing: A Content Marketing Approach | Grauer |  | 2019 | Stukent |  | 1/17/2020 |
| **CERTIFICATION** |  |  |  | **PUBLISHER** |  |  |
|  Content Marketing  |  |  |  | HubSpot |  | 9/30/2020 |

# **12. COURSE OUTCOMES AND COMPETENCIES**:

* **Business writing:** Understand the key traits of quality business writing, how to tailor content for various audiences, and how to convey professionalism via email. Know how to write resumes, cover letters, and thank-you notes.
* **Grammar and spelling:** Understand the fundamentals of grammar and distinguish between commonly misspelled words.
* **Content marketing:** Understand the history of content marketing, its purpose, and what it looks like. Know how to leverage earned, owned, and paid media. Understand the benefits and drawbacks of different platforms. Know how to write a press release and build a working media contact list.
* **Audience segmentation:** Know how to write for different audiences and to segment for different demographics and psychographics, as needed.
* **Crisis management:** Understand different crisis situations that companies may come across. Be able to explain crisis prevention and crisis management strategies. Understand legal and ethical practices that must be followed in content marketing.
* **The future of content marketing:** Understand proliferating and emerging mediums that will shape the future of content marketing.

# 13. ATTENDANCE REQUIREMENTS:

As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University’s attendance policy.

*As this is an online class, attendance is measured by on time assignment completion. Any student falling behind risks being dropped from the course by the University.*

# **14. STATEMENT ON PLAGIARISM & 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.

# **15. 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 Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

# **16. 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.

**Stukent sign up for textbook**  <https://home.stukent.com/join/188-242>

**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 new LinkedIn profile and/or update by week 2 **(50 points)** [www.linkedin.com](http://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
* **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.

## **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

Other Important Information:

1. Written work, including the term paper, is graded on the basis of content first, but also on the quality of grammar, punctuation, and APA formatting.
2. All written assignments should be 12-point type, double-spaced, Times New Roman, and using APA Manuscript Writing Style.
3. Questions concerning grades received should be resolved within one week after the assignment has been returned.
4. All work should be original work of the individual student.
5. Academic honesty is expected of all students. Plagiarism, cheating, and other acts that lack academic honesty may result in a zero on the particular assignment.
6. Students will need to use the Internet to access some assignments.
7. Always contact the professor if you need assistance.

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| --- | --- | --- | --- | --- |
| **Week** | **Deliverable** | **Points** | **Percentage** | **Due Date** |
| Week One | Introduction to Business Writing w/grammar & punctuation |  |  |  |
|  | Introduction \* starts Thursday for full points | 10 | 2.0% | 3/28/2021 |
|  | HubSpot Sign with DB beginning week 2 |   |  | 3/28/2021 |
|  | Read Chapters 1 & 2  |  |  | 3/28/2021 |
| Week Two | Resumes and Email etiquette |  |  |  |
|  | Discussion \* starts Thursday for full points3 LinkedIn update | 75 | 15.0% | 4/4/2021 |
|  | Read Chapters 3 & 4 |  |  | 4/4/2021 |
| Week Three | Presentations and Intro to Content Marketing |  |  |  |
|  | Read Chapters 5 & 6 |   |  | 4/11/2021 |
|  | Reply-Discussion \* starts Thursday for full points |  25 |  5.0% | 4/11/2021 |
| Week Four | Content Marketing & Earned Media |  |  |  |
|  | Discussion \* starts Thursday for full points  |  25  | 5.0% | 4/18/2021 |
|  | Read Chapters 7 & 8, and first half exam & Market Newsletter |  150 | 30.0% | 4/18/2021 |
| Week Five | Owned and Paid Media |  |  |  |
|  | Reply-Discussion \* starts Thursday for full points |  25 | 5.0% | 4/25/2021 |
|  | Read Chapters 9 & 10 |   |  | 4/25/2021 |
| Week Six | Audiences and Segmentation |  |  |  |
|  | Discussion \* starts Thursday for full points |  25 | 5.0% | 5/2/2021 |
|  | Read Chapter 11 & 12 |  |  | 5/2/2021 |
| Week Seven | Dealing with Crisis and Content Marketing’s Future |  |  |  |
|  |  Read Chapter 13 Reply-Discussion \* starts Thursday for full points |  25 | 5.0% | 5/9/2021 |
| Week Eight | Course Summary with 2nd Exam and HubSpot paper |  |  |  |
|  | Exam 100 points and HubSpot Completion 90 points | 190 | 34.0% | 5/16/2021 |
| Totals |  | 500 | 100.0% |  |

**17.1 Include Grade Appeal Statement:** “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/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.”

# 18. ADDITIONAL INFORMATION

Professor reserves the right to alter this schedule as needed.

Please be sure to ask if you have questions or concerns during this course. Remember that, while you are a student, you are also teaching the class that which your education and experiences have taught you.

 “This class will adhere to zero tolerance for using someone else’s work as your own.”

 “Students are responsible for reading, understanding, obeying, and respecting all academic policies, with added emphasis being placed upon academic progress policies, appearing in the Wayland Baptist University Academic Catalog applicable to their curriculum and/or program of study.”