

## Wayland Mission Statement

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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

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**Course:** MKTG 3325 – Content Marketing

**Campus:** WBUonline

**Term/Session:** Spring 2 2023

**Instructor:** Leon Chickering

**Office Phone Number/Cell #:** 360-888-4725

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

**Office Hours, Building, and Location:** Online

**Class Meeting Time and Location:** Online I am on Pacific Time

## Textbook Information

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### Required Textbook(s) and/or Required Materials:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#
<u>Content Marketing Strategies/ Mimic Content Marketing Simulation</u>	Mattar		2022	Stukent	9781-95696-3090

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.

## Course Information

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### 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

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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

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**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](mailto: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

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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://home.stukent.com/join/4E3-A55>

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.

### Assignments

- **Assignment #1 from our textbook (due week 5).** Read the content under “Chapter 3 Assignment” in our textbook. You are a freelance content marketer with 2 clients; donut shop and email marketing software provider. You are to create one buyer persona using Albee’s 9 essentials framework—see this link; <https://medium.com/@lucyariablog/buyer-personas-you-want-to-use-the-9-essential-parts-ff554f054b36>. One page for each client

- **Assignment #2 from Chapter 8 of our textbook (due week 7).** Read the content under “Chapter 8 Assignment” in our textbook. You are freelance content marketer with 2 clients; donut shop and email marketing software provider. You are to develop a plan to drive user-generated content customers of both business. Answer these questions; 1) what kind of UGC would be easier to generate for each? 2) How would you solicit your selected UGC? Would you offer incentives? 3) what (if anything) would you do with the resulting UGC? How would it fit into your larger content strategy? One page for each client
- **Mimic Content Marketing Final paper —**  
For this final paper you will be asked to provide reflections on your Mimic Content Marketing simulation experiences **(due week 8)**.

These will be done in the format of an APA paper and will be a minimum of three pages to include a title page and two pages of content. Please include the following;

- How is the simulation useful for you as a student?
  - How could you apply this to either your current work or future employment?
  - How would you explain this to another student who is thinking about taking the course?
  - What changes might you suggest for a future simulation?
  - What Christian principles did you find that this simulation provided?
  - Now, looking over the entire course what would suggest being improved, changed, or added?
- **Exams –** there are two exams, midterm and final covering the first half of the textbook chapters and the second half of the chapters **(due weeks 4 and 8 respectively)**.

**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

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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%	4/2/2023
	Mimic Content Marketing round 1 & 2 (continuing to week 7)			4/2/2023
	Read Chapters 1 & 2 and Mimic sign up			4/2/2023
Week Two	Marketing Principles & Blogging			

	Discussion round 1 & 2 * starts Thursday for full points	25	5.0%	4/9/2023
	Read Chapters 3 & 4			4/9/2023
Week Three	Video and Podcasts			
	Read Chapters 5 & 6			4/16/2023
	Reply-Discussion * starts Thursday for full points	25	5.0%	4/16/2023
Week Four	Visual Content and Events, Downloads			
	Discussion round 3 & 4 * starts Thursday for full points	25	5.0%	4/23/2023
	Read Chapters 7 & 8 , and first half exam	100	20.0%	4/23/2023
Week Five	Selecting Social Media Platform & Sharing Content			
	Reply-Discussion * starts Thursday for full points	25	5.0%	4/30/2023
	Read Chapters 9 & 10, Assignment #1 due	40	8.0%	4/30/2023
Week Six	SEO and List Building			
	Discussion round 5 & 6 * starts Thursday for full points	25	5.0%	5/7/2023
	Read Chapter 11&12			5/7/2023
Week Seven	Refreshing & Analytics (Assignment #2 due)	30	6.0%	5/14/2023
	Read Chapters 13 & 14			
	Reply-Discussion * starts Thursday for full points	25	5.0%	5/14 /2023
Week Eight	Online Advertising & Business (Chapters 15&16)			
	Exam (105 points) and Mimic Completion Paper (70 points)	170	34.0%	5/21/2023
Totals		500	100.0%	

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