

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 5325 VC01 Content Marketing **STACKED**

Campus: WBUonline

Term/Session: Spring 2 2026

Instructor: Dr. Kyle Allison

WBU Email Address: Kyle.allison@wayland.wbu.edu

Office Hours, Building, and Location: Virtual

Class Meeting Time and Location: By appt only

Catalog Description:

Analyzes internet tools such as websites, search engines, mobile platforms and video/image-based marketing to improve customer acquisition and retention. Evaluation of popular website development tools to create engaging and interactive websites for the organization. Improvement of organizational crisis management and future 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#
<u>Content Marketing Strategies: Planning, Creating & Distributing Content</u>	Mattar		2024	Stukent	9781-95696-3083

*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.*

<https://academy.hubspot.com/courses/content-marketing>

Course Outcome Competencies:

- Improves content marketing strategies through creative, copy and video/image-based marketing.
- Assesses website tools used in website design and development to optimize digital marketing efforts
- Develops a company's web analytics and optimization strategy
- Evaluates legal and ethical issues associated with content marketing
- Develops a content marketing strategy through research and applied experiential learning

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

Academic Integrity:

[Link to Statement on Academic Integrity](#)

Artificial Intelligence:

- A. No use of any generative AI tools permitted.**
 - i. 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.
 - ii. All assignments must be fully created, designed, and prepared by the student(s).
 - iii. 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

Grade Breakdown

Chapter Assignments: 16 @ 50 points each = 800
Faith Based Comprehensive Paper = 1 @ 100 points
Hubspot Certification = 1 @ 100 points
Total points possible = 1000 points

Chapter Assignments

Each chapter includes an assignment where students plan, create, distribute, and analyze content for two client businesses: a B2B software company and a B2C restaurant. Assignments relate to one another in order to simulate a real content marketing relationship with two very different clients. All assignments should be completed before class and should be completed independently.

Faith Based Comprehensive Paper

A comprehensive final paper at the end of class on content marketing will be administered for students to apply their knowledge of various concepts from the course and how to apply them as a marketer from a faith based perspective.

Hubspot Certification

Students will conduct additional learning and training on content marketing methods and concepts through Hubspot and gain a free certification. Students will submit a screenshot of their final certification towards the end of the course.

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

Module	Chapters	Module Title	Assignment	Due Date
Module 1	Chapters 1–2	Introduction to Content Marketing and Content Types	Chapters 1–2 Assignments	Sunday, 3/29 by 11:59 PM CST
Module 2	Chapters 3–4	Marketing Principles and Blogging for the Web	Chapters 3–4 Assignments	Sunday, 4/5 by 11:59 PM CST
Module 3	Chapters 5–6	Video and Audio Content Strategy	Chapters 5–6 Assignments	Sunday, 4/12 by 11:59 PM CST
Module 4	Chapters 7–8	Visual Content and Content Marketing Assets	Chapters 7–8 Assignments	Sunday, 4/19 by 11:59 PM CST
Module 5	Chapters 9–10	Social Media Platforms and Content Sharing	Chapters 9–10 Assignments	Sunday, 4/26 by 11:59 PM CST
Module 6	Chapters 11–12	Search Engine Optimization and Email Marketing	Chapters 11–12 Assignments	Sunday, 5/3 by 11:59 PM CST
Module 7	Chapters 13–14	Refreshing and Optimizing Content Strategy	Chapters 13–14 Assignments, Hubspot Certificate	Sunday, 5/10 by 11:59 PM CST
Module 8	Chapters 15–16	Advanced Content Strategy and Performance Optimization	Chapters 15–16 Assignments, Faith Based Comprehensive Paper	Thursday, 5/14 by 11:59 PM CST