RUTGERS

Rutgers Business School
Newark and New Brunswick

Marketing
Course Number: 22:630:637
Course Title: Content Marketing Strategy MS

COURSE DESCRIPTION

This course will help students analyze why brands are shifting from traditional marketing to content marketing: the new way to create meaningful and lasting customer relationships. To succeed in our hyper-connected digital world, students need to understand what is changing, how to create a content marketing strategy, and how to measure success. The course will focus on the process to design a content marketing strategy that enables brands to engage customers and build authentic connections across multiple channels and touchpoints.

COURSE MATERIALS

Textbook

X: The Experience When Business Meets Design
Author: Brian Solis | Publisher: Wiley
ISBN: 978 1 118 45654 5

Additional materials: To keep this online course up-to-date, the Instructor will utilize a rich series of online resources from leading content sources, and LinkedIn Learning.

LEARNING GOALS AND OBJECTIVES

Students who complete this course will demonstrate the following:
- An understanding of the importance of a digital content marketing strategy
- Ability to develop a content marketing strategy that meets specific marketing goals.
- Establish an online footprint or brand using a blog and other content marketing tactics.
- Ability to develop and use an editorial calendar
- Assess the effectiveness of others' content marketing efforts

ACADEMIC INTEGRITY

I do NOT *tolerate cheating*. Students are responsible for understanding the RU Academic Integrity Policy (http://academicintegrity.rutgers.edu/)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, "On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment." I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don't let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

ATTENDANCE AND PREPARATION POLICY

Course grades are determined as follows:

Being absent in a fully online class, means you are not doing the necessary preparation for the class, missing discussion forums and/or assignments. You are expected to actively participate in all threaded discussions, submission of assignments on time, etc.

You are expected to complete all background reading and written assignments. You cannot learn if you are not prepared.

ASSIGNMENTS

- Assignments 1, 2, and 3
- Twitter Chats [2]
- Discussion Forums [13]
- Final Project – Part 1
- Final Project – Part 2
- Case Study [1]
- Content Marketing | LinkedIn Learning [Lynda.com] Courses [6]
- Exams [2]

Grading Distribution

Twitter Chats (2)   10

Discussions (13)   20

Final project Part 1   30

Final project Part 2

Case RBR (1)	5
LinkedIn Learning	10
Exams (2)	10
Assignments (3)	15
	100

ASSIGNMENTS (Descriptions)

Discussion Forum

> ➢ Assignments for weeks when discussions are scheduled.

Pay attention to the dates listed in the syllabus. Below are the specific discussion requirements.

Discussion Forum Requirements

Primary responses (your initial response to the threaded discussion postings) must be *at least* 200 words. Quality and frequency of response are key. If you are quoting material, you must include the reference source.

Secondary responses (these are your responses to other students' and the instructor's postings) and should be at least several sentences in length (a minimum of 100 words, excluding quotes, signature blocks, etc.) and substantial, meaning that your message has value and helps to further the discussion of course content. Good responses include additional ideas and sources, insights or questions about classmates' comments, connections to the course readings, ways of applying the lessons from the course, etc. Short comments, such as "Good idea" or "I agree," are not substantial on their own.

Some tips for creating substantial participation:

- Explain why you agree or disagree and add some examples.
- You may relate your personal or work experiences to the topic.

- Make connections between the topic and the weekly topics.
- Explain ways the lessons from the class may be applied to your work.

Content Marketing | LinkedIn Learning

The course will leverage the rich series of educational videos from LinkedIn Learning (formerly Lynda.com) a leading educational source with online courses vetted by LinkedIn, and in many cases, by The American Marketing Association. Rutgers students have access to LinkedIn Learning. When LinkedIn Learning courses are assigned, the student will choose from a list of online courses on Content Marketing. Student will be required to write a summary of the course, key learnings (takeaways) and identify some implications for content marketers.

Case | Shaping the Future: The New Social Ecosystem

https://rbr.business.rutgers.edu/article/shaping-future-new-social-ecosystem

Students will be assigned this case for review and analysis.

Case Abstract: The social ecosystem model provides an effective organizational blueprint for social media adoption. Because social media marketing is inherently advocacy-based, it depends on authentic, two-way interactions, peer recommendations, and earned media to succeed. Employees are empowered under a social ecosystem framework to engage across channels as authentic brand ambassadors. This ecosystem has three pillars: (1) the social governance council (SGC), (2) the employee experience (EX), and (3) the customer experience (CX). Through a focus on guidance, listening, and learning by the SGC, employees become the bridge between brand and customer, resulting in improved business outcomes and greater brand value.

Twitter Chat Assignments   -   [two during the semester]

Two Twitter Chats will be scheduled during the course. To participate, you need to create a Twitter account (unless you have one already). During the weeks that the Twitter Chats are scheduled, each student will complete a minimum of three tweets and two retweets of your classmates' posts during each Twitter Chat.

The chat will last 30-minutes, and the instructor will ask three questions for students to respond at 10-minute intervals during the chat. Students are expected to tweet their response to each of the questions and to retweet their fellow classmates' posts.

Assignments 1, 2, and 3

Three assignments to include:

1. Assignment 1: Casper
2. Assignment 2: Adobe Spark
3. Assignment 3: Student Reflection Blog

Exams

Two exams will be given during the course.

Final Project Specs - Content Marketing & Storytelling | Two-Part Final Project [Team Assignment]

Students will select a small to mid-size company to analyze based on these core plan components to result in the creation of a content marketing plan for _____ [insert the brand your team selects here]. Brainstorm possible brands for selection in your team. There are five core components to this project.

GRADING POLICY

The following grading scale will be used in the course.

A	93.0 +
A-	90.0 - <93.0
B+	87.0 – < 90.0
B	83.0 – <87.0
B-	80.0 – < 83.0
C+	77.0 – <80.0
C	73.0 – <77.0
C-	70.0 - <73.0
D	60.0 – <70.0
F	< 60

COURSE SCHEDULE

COURSE SCHEDULE AND ASSIGNMENTS

All assigned readings are to be completed prior to class.   The Instructor may include additional materials that will be posted to Canvas. As this is a fully online class, it is important that you stay on top of Canvas announcements by checking on a regular basis.

The course plan below is subject to change at the instructor's discretion.

Class & Date	Weekly Content Plan	Assignments Due
Week 1	**Introduction to Content Marketing** **Creating the Content Marketing Plan** • Definition of Content Marketing • The 80 / 20 Rule of Value • The Content Audit • Speaking in One Clear Voice	Discussion Forum (DF1) Content Marketing | LinkedIn Learning Assignment
Week 2	**Creating the Target Buyer Persona** • Develop the Persona Profile • Brand Value Proposition (BVP) • Customer Decision Journey • Pain points, beliefs, media habits, and more	Discussion Forum (DF2) Assignment 1 (Casper)
Week 3	**What's Your Story?**	Discussion Forum (DF3)

	Storytelling & Brand Purpose	Twitter Chat #1
	- Humans are not ideally setup to understand logic – they are setup to understand Stories - Success stories - Telling a story with emotion - The Why and the Golden Circle	Students submit URL for Reflection blog Content Marketing | LinkedIn Learning Assignment
Week 4	**Content Creation, Curation,** **AI-Generated Content & SEO** **Meeting Business Objectives** **Content Curation** **Can bots write copy?** **SEO Strategies and Keywords**	Discussion Forum (DF4) Content Marketing | LinkedIn Learning Assignment
Week 5	**Content Sourcing: Making the Right Choices** - The leading options for brands - Reviewing alternatives - Pros and Cons - New options	Discussion Forum (DF5) Assignment 2 – Adobe Spark
Week 6	**Content Distribution Strategies** **Content Channel Strategies to Reach Your Persona** - POEM (paid, owned, and earned media) - The Dragonfly Model (Aaker) - Trends	Discussion Forum (DF6) Exam #1

	• Examples	
Week 7	**The Power of Video Storytelling** • **Live Streaming platforms** • **Periscope, Facebook Live, Instagram Live** • **Recorded Video Platforms**	Discussion Forum (DF7) Final Project – Part 1
Week 8	**Building the Content Marketing Team to Make it All Work** • **Content Teams Roles** • **Content Team Models** • **Content Review Board**	Discussion Forum (DF8) RBR Case Assignment Read Chapters 1.0 thru 3.1 in textbook
Week 9	**Influencer Marketing & W-O-M** • **Influencers** • **Word-of-Mouth**	Discussion Forum (DF9) Twitter Chat #2 Discussion Forum (DF1) Read Chapters 3.2 thru 6.1 in textbook
Week 10	**Experience is the New Brand**	Discussion Forum (DF10)

	• **Why experience is the new brand** • **Develop a customer journey map** • **Storyboarding** • **What is Content Experience and what role does it play in Content Marketing strategy?**	Read Chapters 6.2 thru 9.0 in textbook Content Marketing | LinkedIn Learning Assignment
Week 11	**Metrics – How to Measure your Content Marketing Plan** • **Consumption Metrics** • **Sharing Metrics** • **Lead Metrics** • **Sales Metrics** • **Correlate Content Effectiveness to Business Results**	Discussion Forum (DF11) Exam #2
Week 12	**Empowering Social Employees to Create and Distribute Authentic Content** • **Company Social Media Policies** • **Activation & Deployment** • **How Content Marketing Empowers Social Employees & Distribution Platforms**	Discussion Forum (DF12) Assignment 3 | Student Reflection Blog Content Marketing | LinkedIn Learning Assignment
Week 13	**The Publishing Process** • **Editorial Calendars** • **Workflows** • **Templates / Guidelines** • **Publish Content Efficiently**	Discussion Forum (DF13) Content Marketing | LinkedIn Learning Assignment

	Thanksgiving Break	
Week 14	**Final Content Marketing Plan Team Presentations**	**Comprehensive Content Marketing Plan - Parts 1 & 2**

SUPPORT SERVICES

If you need accommodation for a ***disability***, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are ***pregnant***, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek ***religious accommodations***, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of *gender or sex-based discrimination or harassment*, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at http://vpva.rutgers.edu/.

[Rutgers University-New Brunswick incident report link: http://studentconduct.rutgers.edu/concern/. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via https://temporaryconditions.rutgers.edu .

If you are a military *veteran* or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. http://veterans.rutgers.edu/

If you are in need of *mental health* services, please use our readily available services.

[Rutgers University-Newark Counseling Center: http://counseling.newark.rutgers.edu/]

[Rutgers Counseling and Psychological Services–New Brunswick: http://rhscaps.rutgers.edu/]

If you are in need of *physical health* services, please use our readily available services.

[Rutgers Health Services – Newark: http://health.newark.rutgers.edu/]

[Rutgers Health Services – New Brunswick: http://health.rutgers.edu/]

If you are in need of *legal* services, please use our readily available services: http://rusls.rutgers.edu/

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: http://www.ncas.rutgers.edu/rlc

[Rutgers University-Newark Writing Center: http://www.ncas.rutgers.edu/writingcenter]

[Rutgers University-New Brunswick Learning Center: https://rlc.rutgers.edu/]

[Optional items that many faculty include:

 - Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

 - Students must sign, date, and return a statement declaring that they understand this syllabus.]