MMC 6936 – Content Marketing

Instructor: Bridget Grogan
Office Hours: Mondays 1:00-3:00 and by appointment
Office Location: 2112 Weimer Hall (in the Dean’s Suite of Offices)
Phone: 294-1503 (office)
E-mail: bgrogan@wuft.org

Purpose of Course:

This course will teach students the skills to be content marketers. What is content marketing? Photos, words, audio, and video—anything and everything you create to help tell the story of and promote your product or company, often online. This course will walk students through the what, why and how of content marketing and how to begin to define a marketing strategy.

Topics include:
- Forming a Mission Statement
- Deciding How You’ll Use Content Marketing
- Selecting a Niche
- Identifying Students’ Unique Propositions
- Identifying a Target Audience
- Naming Primary and Lower-Level Goals
- Forming a Core Message and Secondary Messages
- Establishing an Online Footprint, Starting with a Blog
- Writing for the Web
- Performing a Competitive Analysis
- Using an Editorial Calendar
- Understanding the Importance of Images, Audio, and Video
- Collecting Content Ideas
- Setting Up Google Alerts
- Setting Up an RSS Feed
- Using Google for Ideas
- Performing Keyword Searches to Generate Ideas
- Brainstorming and Mind Mapping
- Generating Ideas Using Social Media
- Generating Ideas by Newsjacking
- Building Your Brand
- Using Professional Profile Photos
- How to Manage Clients
**Learning Outcomes:** Students will be able to:

- Write a mission statement for a content marketing plan.
- Identify a target audience and select a niche.
- Set content marketing goals for a company or organization.
- Establish an online footprint or brand using a blog.
- Write targeted messages and stories for their brand or product.
- Use an editorial calendar.
- Brainstorm and mind map ideas and content.
- Generate story, brand and marketing ideas via various best practices.
- Assess the effectiveness of others’ content marketing efforts.

**Required Materials:**

[Image of book cover]


ISBN-10: 1118232607
ISBN-10: 1118905555

Assignments and Evaluation:

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<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Quizzes</td>
<td>30%</td>
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<tr>
<td>Class Participation</td>
<td>10%</td>
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<td>Midterm Project</td>
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<tr>
<td>Final Project</td>
<td>40%</td>
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*Attendance: 10 points deducted from final overall score per absence.

Quiz Schedule:

*Quiz 1 – Monday, January 23*
  - Content Rules – Chapters 1, 2, 3
  - Everybody Writes – pages 1 - 53

*Quiz 2 – Monday, January 30*
  - Content Rules – Chapters 4, 5
  - Everybody Writes – pages 54 - 87
Midterm Project: – Due Date: March 13th

Content Marketing Presentation and Written Review:  Students will find an example of a web-based content marketing effort for a company, product, service or non-profit organization to present to the class. This example will include a blog and a variety of social media efforts. Photography, video, podcasts, newsletters and/or tutorials and guides may also be elements of the content marketing effort.

Students will create a 15-minute presentation that will identify and assess the effectiveness of the following:

- The Mission Statement
- The Primary Goals
- The Core Message and Two Secondary Messages
- The Target Audience/Niche
- Customer Benefits
- The Unique Proposition
- Slogans and Taglines
- The Publication Schedule
Students will turn in a written review of the content marketing effort that they chose to present and critique. The written review will include an assessment of the factors listed above as well as a critique of the overall effectiveness of the content marketing effort. They will answer the question "What could have been done differently to improve the effectiveness of the effort?"

**Final Project: – Due Date: April 17**

Students will work in teams to create a content marketing plan for a company, product, service, non-profit organization or for their Capstone Project. The plan could be created for an existing entity or for an entity created by the team. The content marketing plan will include, but is not limited to:

- At least 8 blogposts
- At least 12 tweets
- At least 6 Instagram posts
- At least 8 Facebook posts
- At least two LinkedIn posts
- At least two charts or graphic elements or one interactive element
- A plan for one hangout or live meetup

The student's portfolio will also include the Objectives Worksheet and Target Audience Worksheet that were developed in class.

**Weekly lecture plan:**

**Week 1 (Jan. 9):** Syllabus Review  
Content Marketing Review  
Portfolio Work – Discuss and Select Clients/Teams

**Week 2 (Jan. 23):** Quiz 1  
Discussion of students’ client decisions  
Simon Sinek TED Talk  
Objectives Worksheet

**Week 3 (Jan. 30):** Quiz 2  
Content Marketing vs. Native Advertising  
Content marketing Done Well  
Target Audience Worksheet
Week 4 (Feb 6): Quiz 3
Content Marketing Examples
Target Audience Worksheet Continued

Week 5 (Feb. 13): Quiz 4
How Poler Built an Empire Through #CampVibes and Instagram
Other Content Marketing Examples
Technology and Content Marketing Worksheet

Week 6 (Feb. 20): Quiz 5
The Ten Elements of Content That Sticks
Lowe’s Content Marketing Efforts
Generating Content Ideas

Week 7 (Feb. 27): Quiz 6
Building Your Brand
Virgin Airways
Tools for Content Creation and more…

Week 8 (March 13): Quiz 7
Mid-Term Project Presentations

Week 9 (March 20): Mid-Term Project Presentations

Week 10 (March 27): Supervised work on final projects

Week 11 (April 3): Supervised work on final projects

Week 12 (April 10): Supervised work on final projects

Week 13 (April 17): Final Projects Due, Final Project Presentations

Grade Scale:

The UF grading policy can be found in the undergraduate catalog online.

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<th>Grade</th>
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**Attendance**

Attendance is mandatory. Anyone coming late (after a 5-minute grace period) loses a half-letter grade for the course. Coming in late is extremely disruptive. Anyone who misses a class loses a full letter grade for the course. Exceptions can be made for illness, family emergencies, jury duty or military service. All of these require documentation in order to not lose a letter grade in the course.

**Academic Integrity**

University of Florida students pledge to abide by an [honor code](#) prohibits academic dishonesty such as fabrication, plagiarism and cheating. You have an affirmative obligation to understand what constitutes academic dishonesty. You also must report to appropriate personnel any condition that facilitates academic misconduct. If you have any questions or concerns, please contact me.

When I discover cheating, my default policy is to fail all involved for the entire course and report the details to the Dean of Students Office.

**Students with Disabilities**

Students with disabilities requesting accommodations should first register with the [Disability Resource Center](#) (352-392-8565) by providing appropriate documentation. Once registered, students will receive an accommodation letter, which must be presented to me when requesting accommodation. Please request that accommodation and letter in the spring, before we depart.

**Help With Coping**

The UF [Counseling and Wellness Center](#) is a terrific, free resource for any student who could use help managing stress or coping with life. The center, at 3190 Radio Road on campus, is open for appointments and emergency walk-ins from 8 a.m. to 5 p.m. Monday through Friday. To make an appointment or receive after-hours assistance, call 352-392-1575. If you need assistance while we’re in Europe, call on any faculty member or AIFS staff member.
Course Evaluations
Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations. You will be notified by email when the evaluations are open, near the end of Summer C. Summary results are available to you and the public.

Student Complaint Process
Students who have complaints about any course can use the links below for information about filing a complaint:
Online Course: http://www.distance.ufl.edu/student-complaint-process