# Sample Syllabus

**Instructor**: Name

**E-mail**: Email Address

**Office** **Hours**: By appointment

**Course Meeting Details**: Day, Time, Location

**Required Courseware**: “Content Marketing Strategies: Planning, Creating, and Distributing Content” and the Content Marketing Simternship

## Course Overview

Content marketing has recently become one of the most popular and effective digital marketing strategies. And with the rise of video marketing, podcasting, and mobile design, content now takes many forms. At the intersection of development, creativity, and marketing, content marketing is an art that requires an understanding of many disciplines.

In Introduction to Content Marketing, students will get a crash course on the most common forms of content creation as well as the methods to drive website traffic and subsequent new business. Marketing principles such as inbound marketing, positioning, segmentation, social media marketing, and email marketing will also be discussed.

## Learning Outcomes

After successfully completing the course, students will have the skills necessary for an entry level position in digital marketing, content marketing, social media, email marketing, or web writing:

* Write, produce, or record new content that appeals to a business’s target audience
* Integrate multiple forms of media into a single piece of content to maximize impact
* Create a full content strategy to help a business meet its digital marketing goals
* Promote content via the appropriate channels and platforms to reach the proper audience
* Update content based on a data-driven approach

## Grade Breakdown

Quizzes: 15 points each

Assignments: 20 points each

Content Marketing Simternship: 200 points

Midterm Exam: 100 points

Final Exam: 100 points

Participation: 40 points

## Grading Details

#### QUIZZES

Quizzes for each chapter of assigned reading are completed through the Stukent courseware according to the course schedule. All quizzes should be completed before class and should be completed independently.

#### 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.

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#### CONTENT MARKETING SIMTERNSHIP

Similar to chapter assignments, the Content Marketing Simternship puts students into a real-world content marketing scenario. Students manage a content marketing team for Buhi, an online bag retailer that caters to multiple audiences. As is often the case with content marketers, students will spend some time creating content and other time planning, budgeting, and delegating.

While the simulation does not begin until after the midterm exam, students are expected to complete one round between each class period from the midterm until the end of the semester. The simulation is to be done independently, although there will be rounds that are evaluated by other students (chosen at random through the online courseware).

The simulation will be scored at the conclusion of all 10 rounds. Student performance is calculated based on their targeting, content creation, budgeting, planning, and distribution decisions.

#### MIDTERM AND FINAL EXAM

Exams are designed to assess knowledge and applications learned throughout the course. The final exam is not cumulative.

#### PARTICIPATION

One of the most important aspects of content marketing is the ability to communicate with others, both within and outside your team. Students are expected to be active participants in class to receive full points.