



Multiplatform Content Strategy • ADPR 4953 • mucontentstrategy.weebly.com
2 - 3:15 p.m. | johnston hall 338

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“Traditional marketing and advertising is telling the world you’re a rock star. Content marketing is showing the world that you are one.” – Robert Rose, Content Marketing Strategist

Advertising and public relations are not dead, but content marketing is the driver that leading companies now use to capture the hearts and minds of their customers.

Your customers don’t care about you, your products, or your services. They care about themselves.

To sell more, we need to be marketing our products and services less.

> course description

Content marketing has become an increasingly important part of a complete strategic marketing mix. Today, marketers can become their own content publishers and develop audiences to attract attention. This benefits them in three key ways:

- it builds brand awareness,
- creates brand preference,
- and expands the brand’s reach to more buyers and potential customers at a much lower cost.

The essence of content strategy is the belief that if we deliver consistent and valuable information to buyers, they will ultimately reward us with their business and loyalty.

The question: do we really need to learn about another form of marketing? The answer: YES! Consumers are simply tuning out the traditional world of marketing messages. Smart marketers understand that traditional marketing is becoming less effective and there is a better way to engage and build relationships with consumers.

> course objectives

In this course we will explore:

- exactly what content marketing is and how it’s different from other forms of marketing,
- brands with effective content marketing strategies,
- how to develop an effective content marketing strategy,
- how to create killer content, cultivate fans, and engage with consumers to build on ongoing relationships,
- discovering an authentic “voice” and crafting bold content that will resonate with prospects and buyers,
- how to define goals for your content strategy, and consistently communicate your brand’s mission,
- the increasingly relevant role influencers play in content marketing.

> course attendance | participation | attitude | effort

Attendance, participation, an attitude of fortitude, and making the effort in this class is critical to your success. You will fall behind very quickly if you don't attend class and your proficiency and final grade will suffer. You can't learn and apply what you're learning if you aren't present physically and mentally.

University Attendance & Makeup Work Policies

The undergraduate/health science professional attendance policy specifies the role of the student, the instructor and university administrators in cases when students are absent from one or more classes.

Withdrawal From A Course Due To Poor Attendance

Students are responsible for attending all class meetings for courses in which they are registered.* Any absence, regardless of the reason, prevents students from getting the full benefit of the course and, as such, no distinction is made between excused and unexcused absences for purposes of recording attendance.

1. For courses in which attendance is regularly taken, an instructor or college office may withdraw a student from a course due to excessive absences and assign a grade of WA (Withdrawn-Excessive Absences). In these cases, instructors must document the dates of absenteeism.

Such action may be initiated, for example, in a 16-week course when the number of class hours missed exceeds twice the number of course credits. As such, a student may be assigned the grade of WA when more than 6 classes have been missed in a 3 credit course, when more than 8 classes have been missed in a 4 credit course and when more than 10 classes have been missed in a 5 credit course.

As examples: students who miss more than 6 classes in a 3 credit course that meets 50 minutes, 3 times per week, will be considered to have excessive absences and may be assigned a WA. Likewise, students who miss more than 4 classes in a 3-credit course that meets 75 minutes, 2 times per week, will be considered to have excessive absences and may be assigned a WA.

2. For those courses in which attendance is not taken on a regular basis, an instructor or college office may withdraw a student when it becomes apparent through missed assignments that the student has excessive absences.

In such cases, a student's last date of attendance is determined by the last date of participation in an academically-related activity for the course including, but not limited to: an exam or quiz, a submitted assignment, participation in a lab activity, or in computer-assisted instruction.

Students assume all consequences that ensue as a result of receiving a WA grade. These consequences include, but are not limited to: a delay in graduation, loss of eligibility for certain scholarships or financial aid, loss of full-time student status.

Additional Attendance Policies

The above two sections represent university attendance standards. Each undergraduate college may enforce additional attendance policies for certain courses; consult your college handbook, college section of the current bulletin, or the individual course syllabus/attendance policy for more information.

Extended Absences

In the event that the student will be gone for an extended period, where two weeks or more classes will be missed, the student or a family member, if the student is unable, should communicate with the college office as soon as possible. The student may explore options, such as incomplete grades, withdrawing from the class, or seeking a medical withdrawal. These options may not be available in every case, and should be pursued before the student is withdrawn for excessive absences. Once a WA is entered for a course, these options are no longer available. The University deadline for withdrawal is published in the Academic Calendar.

Making Up Work From A Missed Class

In the case of missed assignments, the University does make a distinction between reasons for absences.

In the case of absences due to legal obligations, religious observance, or participation in Division 1 athletics and other university sanctioned events, if documented in advance, students should be given the opportunity to make up class examinations or other graded assignments that are missed, where possible.

Students should consult faculty and the respective syllabus for their policies regarding makeup work. Faculty may allow students to make up the missed work, where possible, if the absence is due to officially sponsored university activities (e.g., band or presenting a paper at a conference), hospitalization, the death or acute illness of an immediate family member (e.g., parent or caregiver, sibling, spouse, or child), mandatory admission interviews for professional or graduate school, or post-graduate employment interviews that cannot be rescheduled, required participation in military duties including required ROTC training and medical examinations or similar serious reason. Faculty may require documentation.

The manner in which the work will be made up is left to the discretion of each individual faculty member. The opportunity to make up work is considered a privilege, not a right.

It is recognized that sometimes an exam or graded assignment is impossible to make up. Some faculty may assign collaborative projects that depend on other classmates, or oral presentations that incorporate questioning by the entire class, or may use evaluative methods that cannot easily be replicated by the instructor. This policy does not prohibit any member of the faculty from making the determination that certain course work cannot be made up. Faculty who intend to deny the opportunity to make up certain exams or projects because of absences resulting from legal obligations, religious observance or university sanctioned activities and related travel, must inform the student of these consequences (reduced grade or otherwise) in writing, at the beginning of the class (preferably in the course syllabus).

In the event that a student is absent for reasons specified above (e.g., representing the university) and the instructor issues some portion of the grade on the basis of participation or, more directly, attendance, it is impossible for the student to directly “make up” the work. In these cases, faculty should recognize that the student’s grade should not be penalized for the absence. Except in cases of field experience, practicums, student teaching, clinicals, or clinical internships, the student should be given the opportunity to achieve the same grade based on a smaller number of classes or some alternative means of making up the points missed.

Student Responsibilities Regarding Attendance and Makeup Work

The following responsibilities are outlined in order to minimize the difficulties for students caused by absences due to legal obligations, religious observance or university sanctioned activities and related travel:

Students are responsible for attending all class meetings for courses in which they are registered.

Students should make every effort to schedule classes that will minimize conflicts caused by foreseeable activities and related travel.

Since it is up to each student to understand and abide by each instructor’s policy on issues related to attendance, students should consult the instructor if any portion is not understood.

Students should provide written notification of all scheduled events (e.g., dates of religious observance or scheduled travel for intercollegiate athletics), including a schedule of all activities and related travel to all their instructors within the first two weeks of each semester.

Students should provide written notification of all other absences as soon as possible for events not foreseen at the beginning of the semester. (e.g., extended athletic seasons, hospitalization). If the student wishes to make up work, documentation may be required by the professor and should be turned in to the professor for absences less than a week and to the college office for absences of a week or longer.

Students should obtain any class notes or other course material missed due to these absences, prior to taking any subsequent examinations or submitting any subsequent graded assignments.

Students should make arrangements with the instructor to make up any missed work that can be made up, prior to any foreseeable absences and as soon as possible for any unforeseeable absences.

Regardless of the reason for the absence, students are responsible for learning what happened in class. Students who anticipate missing one or more class periods should contact the instructor ahead of time, just as they should contact their instructor as soon as possible after an absence.

Students are responsible for monitoring their absences during the term.

> inclement weather

During the semester class may be cancelled or delayed due to inclement weather or other reasons. Please pay attention to emails or news posts on D2L notifying you of cancellations or delays.

> technology

back up your work

A personal cloud storage solution, dedicated flash drive or external hard drive is required for this course. Bring it with you to every class meeting. It is prudent to frequently back up your course work. Data loss of any type is not an excuse for missed deadlines. It is each individual student's responsibility to ensure that they have current copies of their digital data. Cloud storage, external hard drives and flash drives are relatively inexpensive and easily obtainable. There is no excuse for missing deadlines! That said: if you need assistance in backing up your data, please ask.

desire2learn - d2l

This course will utilize the Desire2Learn program. On our course site, you will find course information, class related announcements, and supplemental information. You are responsible for checking D2L on a regular basis and will be held accountable for all information on the site. You can access D2L at: <http://d2l.mu.edu> – your user name and password will be the same as your Checkmarq user name and password.

course companion website

In addition to a D2L course site, I've developed a mobile-friendly course site: **mucontentstrategy.weebly.com**. On our course site, you will also find course information, class related announcements, and supplemental linked information.

wakerly media lab for innovation & creativity

All students in this class will have lab access and privileges to receive Adobe software support and to check out of audio/visual equipment including digital video and SLR digital cameras, audio capturing devices, microphones, and tripods through the Wakerly Media Lab for Innovation & Creativity. More information regarding equipment usage and checkout will be provided in class.

> additional information

email

You should note Marquette University's policy on e-mail: "Email is an appropriate and preferred method for official communication by Marquette with students unless otherwise prohibited by law. The university has the right to send official communication to students by email with the assumption that students will receive, read and, if necessary, act in a timely manner based upon these emails." If I need to contact you outside of class, I will use your Marquette University e-mail address. I will expect that you will read and respond to this communication.

special needs

Please inform me during the first week of class if you have any conditions that may limit or affect your ability to participate in this course so that we can make necessary arrangements. You may also contact the Office of Disability Services, located in the 707 Building, 5th Floor or call 288-1645. For additional information visit www.marquette.edu/disability-services/.

academic integrity

We, the scholars of Marquette University, recognize the importance of personal integrity in all aspects of life and work. We commit ourselves to truthfulness, honor, and responsibility by which we earn the respect of others. We support the development of good character in our academic community, and commit to uphold the highest standards of academic integrity as an important aspect of personal integrity. Our commitment obliges us as students, faculty, and staff to conduct ourselves according to the Marquette University Honor Code set forth below. We do this in pursuit of Marquette University's mission, which is the search for truth, the discovery and sharing of knowledge, the fostering of personal and professional excellence, the promotion of a life of faith, and the development of leadership expressed in service to others. For more information visit: <http://www.marquette.edu/provost/integrity-index.php>

honor pledge

I recognize the importance of personal integrity in all aspects of life and work. I commit myself to truthfulness, honor and responsibility, by which I earn the respect of others. I support the development of good character and commit myself to

uphold the highest standards of academic integrity as an important aspect of personal integrity. My commitment obliges me to conduct myself according to the Marquette University Honor Code.

expectations in writing and presentation

Faculty in the Diederich College of Communication recognize the value of strong writing and presentation skills among students as they make their mark in the world, especially as they pursue upper division courses, apply for internships, and seek jobs in communication after graduation. To that end, faculty expect students to apply the writing and presentation skills they have learned in COMM 1100 (or its equivalent) to all classes in communication. Thus, all work in this class will be graded not only for content but also for the ability to express ideas following the general conventions for writing and presentation. Students can expect to lose up to 20 percent of their grade for writing/presentation errors.

counseling center

Sometimes personal issues or health issues, such as depression, anxiety, stress, career uncertainty, and/or relationships, can interfere with your ability to function as a student. If you feel that this is happening to you, please contact the Counseling Center. The Counseling Center offers free, confidential counseling services for all full time students. For more information or to make an appointment, call 414-288-7172, or visit their website at www.marquette.edu/counseling.

emergency plans

Every Marquette University campus building has emergency shelter and evacuation plans. Please familiarize yourself with the plans of each building in which you take classes or attend meetings. Make sure to note the routes to the lowest level of the buildings for shelter during inclement weather, as well as exits from the buildings in the event of fire or other emergency.

> grading criteria

For each class assignment you will earn points. All assignments and points earned will be posted on our course D2L site. D2L automatically calculates number of points earned and provides a percentage based on total points you can earn. This allows you to be able to monitor your progress throughout the semester.

> final grade calculation

For each class assignment you will earn points. All assignments and points earned will be posted on our course D2L site. D2L automatically calculates number of points earned and provides a percentage based on total points you can earn. This allows you to be able to monitor your progress throughout the semester.

100 - 93% = A

92.99 - 90% = A-

89.99 - 87% = B+

86.99 - 83% = B

82.99 - 80% = B-

79.99 - 77% = C+

76.99 - 73% = C

72.99 - 70% = C-

69.99 - 67% = D+

66.99 - 60% = D

59.99% - 0 = F

Fall 2018 Course Schedule

Please note that this schedule is subject to change. Changes will be announced in class and on our course D2L site. Additional readings will be assigned in class as well. In most cases, additional readings will be made available on our D2L course site.

Readings, individual course projects and assignments will be presented in class. Another reason attendance is critical to your success in this course.

> Weeks 1 & 2 • Aug. 28, 30 & Sept. 4, 6

- Course & Student Introductions
- Defining Paid, Earned & Owned Media
- The PESO Model
- 2018 Ad Age Marketing Fact Pack

> Reading & Assignment: 2018 Ad Age Marketing Fact Pack

> Assignment: Persona Profile Design

> Weeks 3 & 4 • Sept. 11, 13, 18, 20

- Story of Content: Rise of the New Marketing • A Documentary by The Content Marketing Institute
- 2017 Content Marketer of the Year Case Study - REI
- Brand Storytelling - Stories vs. Interruptions
- CM Resources

> Assignment: Documentary Reflection Questions

> Assignment: Google Trends Scavenger Hunt

> Weeks 5 & 6 • September 25, 27 & Oct. 2, 4

- Developing a Content Marketing Strategy
- Brand Storytelling - What Makes A Good Brand Story?
- Brand Storytelling - The Power of Influencers

> Readings & Assignment: Understanding Influencers

> Assignment: Midterm Project & Presentation

> Weeks 7 & 8 • Midterm Week Oct. 9, 11, 16 (No Class Oct. 16 - Midterm Break)

- Personalization & Personas
- The Content Marketing Team
- Brand Storytelling Content Creation - From Podcasts to Instagram
- Content Creation vs. Curation

> Reading: Killer Content Marketing

> Reading: Visual Listening Guide

> Weeks 9 & 10 • Oct. 23, 25, 30 & Nov. 1

- Brand Storytelling - The Return of Investment (ROI)
- CM Measurement and KPIs

> Reading: Tips for Setting Measurable Goals

> Weeks 11 & 12 • Nov. 6, 8, 13, 15

- Brand Storytelling - The Future of Branded Content
- WTF! Artificial Intelligence

> Readings & Assignment: Artificial Intelligence

> Week 13 • No Classes Nov. 20 & 22 - Thanksgiving Break

> Weeks 14 & 15 • Nov. 27, 29 & Dec. 4, 6

- Final Content Marketing Strategy & Design Projects & Presentations