

MKTG 2410 CONTENT MARKETING & BRANDING

3 CREDITS

SYLLABUS

CATALOG DESCRIPTION

This writing intensive course will focus on creating a brand identity and guidelines and gaining a better understanding of the essentials of creating, promoting, and measuring valuable and relevant content to attract and engage a profitable online presence and audience. Through practical exercises, different types of content embraced by social media will be explored along with how to leverage the value of content you generate. Best practices in digital storytelling will be utilized through effective writing of content such as blog posts, social media articles and posts, online journals, magazines, and digital newsletters. May be preparation for an industry certification exam.

Prerequisites: MKTG 2310

Semester Offered: SPRING

GENERAL EDUCATION STUDENT LEARNING OUTCOMES

In the New Mexico General Education Curriculum students take courses in a variety of content areas, which may include Communications, Mathematics, Science, Social and Behavioral Sciences, Humanities, and the Creative and Fine Arts. Specific course requirements depend on your program. All general education courses focus on at least three of these skills. Other courses may also develop these skills.

Through these courses, students develop five essential skills:

COMMUNICATION

QUANTITATIVE REASONING

CRITICAL THINKING

PERSONAL AND SOCIAL RESPONSIBILITY

INFORMATION AND DIGITAL LITERACY

Student work from this class may be randomly selected and used anonymously for assessment of course, program, and/or general education learning outcomes. For more information, please refer to the Dean of the appropriate School.

PROGRAM LEARNING OUTCOMES

Upon successful completion of this program, students will be able to ...

1. Utilize common business terminology, information search skills, presentation and writing skills, and team skills.
2. Recommend strategic and creative business options using data gathered through research and current technological applications.

3. Define and identify generally accepted accounting practices and apply legal and ethical principles to marketing activities.
4. Recognize the various media available for planning purposes and analyze factors to determine appropriate media sections to engage customers and meet organizational needs.
5. Develop various aspects of the marketing mix to address challenges and maximize both internal and external opportunities.
6. Utilize digital marketing strategies, tools, and analytics for developing engaging online marketing campaigns, measuring marketing performances, and evaluating campaign profitability to meet organizational goals and objectives.

COURSE LEARNING OUTCOMES

Upon successful completion of the course, students will be able to...

1. Describe best practices for using content to support a brand strategy.
2. Employ best writing and posting practices for different types of content supported by social media.
3. Describe content tactics and challenges and how to leverage the value of created content.
4. Create a content marketing strategy, including sample pieces of marketing collateral.