



## **MKTG 2410 Content Marketing & Branding Section Name Section Credit Hours Credits Syllabus**

### Course Information

**Meeting times and location:** section meeting\_times section location

**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-2215

**Terms offered:** Spring Only

**Section-specific Course Description:**

### Course Level Objectives

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.

## Required Technology and Software

- Canvas
- Chrome, Safari, or Firefox

## Course Requirements

Students will do the following activities:

## Grading

Final grades are calculated based on the following...

## Key Dates to Remember

[Full Academic Calendar](#)

## Technical Support

Technical support is available through the San Juan College Help Desk 24/7/365. The help desk can be reached at 505-566-3266 or by creating a ticket at [San Juan College Help Desk](#).

For password reset and Canvas support, visit the [Student Technology Guide](#) website.

## Accessibility/Privacy Policies for all Technology Tools Used

[Accessibility/Privacy Policies for all Technology Tools Used](#)

## Student Support

At San Juan College, we are committed to supporting your academic success and overall well-being. We recognize that college life can be challenging and stressful, impacting both learning and personal

health. We are here to help you succeed.

### **Academic Support and Resources**

We provide a range of academic support services to help you stay on track on your educational journey. Free resources include tutoring, computer loans, life skills workshops, and so much more. Visit the [Academic Support and Resources](#) webpage to learn more about support and resources available through Academic Advising, the Tutoring Center, the Student Resource Center (formerly Student Achievement Center) and the Testing Center.

### **Student Support and Resources**

If you or someone you know could benefit from counseling, accessibility services, career exploration, veteran transitional assistance, or any of our other support services, visit the [Student Support and Resources](#) webpage where you'll find detailed information about various resources available to you as an SJC student.

We encourage you to take advantage of these free resources to enhance your college experience and ensure your success.

## **College Policies and Resources for Current Students**

The [Student Handbook](#) provides information on student support, student organizations, and student conduct policies at San Juan College.

The San Juan College catalog outlines the [Academic Policies](#) students need to know.

## **Healthy and Safe Practices for Being on Campus**

We want a healthy and safe campus for students, faculty, staff, and guests.

### **Contagious diseases and your responsibility:**

If you have COVID-19 symptoms, fever, flu or even the common cold, you should stay home. Do not come to campus if you are feeling sick. Contact your instructor about missing class (and review your instructor's policies on missed or late work). Being sick does not necessarily excuse you from completing your work on time.

### **Safety on campus and your responsibility:**

If you are on campus and experience or witness an emergency, call 9-1-1 first and then the Department of Public Safety at 505-566-3333 (or just 3333 if calling from a campus phone).

When you are on campus, be aware of your surroundings. If you need an escort to your vehicle, call 505-566-4444 (DPS non-emergency line) or 505-215-3091 (officer on duty line).

The College will send information for campus emergencies through SJC AlertAware, email and the webpage. Stay informed and stay safe.

## Inclement Weather Information

Students will receive notification of class delays and cancellations due to inclement weather via the SJC AlertAware and SJC student email. Face-to-face classes will not meet in person; however, students are advised to check with instructors about alternative meeting options, as some may choose to meet via zoom. Hybrid classes will meet as scheduled via zoom. For questions regarding your class delay or cancelation, please contact your instructor.

## Online Course Fee

Online Courses - San Juan College requires all online courses to include some form of assessment to demonstrate the mastery of course objectives. This could include exams, capstone projects, e-portfolios, presentations, final papers or other appropriate assessments. The use of a proctoring platform, plagiarism detection software or other method to ensure that assessments are completed by the enrolled student is required.

A course fee of \$5.00 is assessed for all online courses at San Juan College to cover the cost of the above services. Students who are required to take a proctored exam and choose to use a physical testing center outside the SJC Testing Center or SJC Disability Services will be responsible for the cost of using that center.