LSPR Communication & Business Institute
Subject Syllabus

Subject Code	**:**	MKTC15
Subject Title	**:**	Creative Content in Marketing Communication
Subject Specification	**:**	For students in Marketing Communication Major

Subject Overview :

The Creative Content course in Marketing Communication focuses on developing students' skills and knowledge in creating effective creative content to achieve marketing communication goals. It also focuses on developing students' ability to understand and apply the art of creation in marketing communication strategies. Students will learn about various types of creative content, such as text, images, videos, and audio, and how they can be used to attract and engage target audiences.

Course Objectives :

Upon successful completion of this course, students will be able to:

1. Strategic Communication Strategies
   - Understand the concepts of strategic communication strategies.
   - Analyse the process of developing and implementing strategic communication strategies.
   - Evaluate the effectiveness of strategic communication strategies.
   - Explain the role of information technology in supporting strategic communication strategies.

2. Creative Content Development and Evaluation
   - Analyse target audiences for strategic communication campaigns.
   - Develop innovative and engaging creative content for strategic communication campaigns.
   - Select appropriate platforms for distributing creative content.
   - Evaluate the effectiveness of creative content in achieving strategic communication goals.

3. Problem-Solving in Strategic Communication
   - Identify and analyse communication problems in strategic communication campaigns.
   - Apply systematic, measurable, and data-driven approaches to solving communication problems.
   - Evaluate the effectiveness of communication problem-solving strategies.

4. Creative and Effective Communication Strategies

- Formulate, analyse, and evaluate creative and effective communication strategies for achieving campaign goals.
- Select and develop appropriate communication channels and tactics.
- Implement and manage creative and effective communication strategies.

5. Research for Strategic Communication
   - Conduct research to support strategic communication strategies.
   - Formulate research questions and identify appropriate research methods.
   - Collect, analyse, and interpret data relevant to strategic communication campaigns.
   - Use research findings to improve the effectiveness of strategic communication strategies.

6. Professionalism and Ethics in Strategic Communication
   - Demonstrate professional, responsible, and ethical behaviour in developing, distributing, and evaluating creative content.
   - Collaborate effectively with others on strategic communication projects.
   - Respect copyright laws and understand the impact of content on individuals and society.
   - Communicate effectively and persuasively in a variety of contexts.

These course objectives align with the learning outcomes of the Creative Content course and provide a clear understanding of what students are expected to be able to do upon successful completion of the course.

Course Method:

The course consists of lectures, case studies, (group) presentations, assignments and paper submissions. Students are expected to attend classes and participate in class discussion. Real world and fictitious case studies provided by the lecturer will be discussed. For their own benefit, students are expected to read the assigned chapter(s) prior to the pertinent class sessions, and they are encouraged to search and browse for optional reading that enhance the course materials given.

Learning Outcome (Competence) :

KNOWLEDGE : Through reading and observation, students should be able to understand the basic concept and dynamics of content marketing, especially in the digital era. They also are able to recognize the increasing demands and involvement of consumers in content creation and how brands have to/are tuning into compelling and creative content in order to maintain and grow their engagement with the consumers

SKILL : Develop a content strategy; Develop content marketing plans; Develop content audit and analysis skills; Create compelling, relevant and creative brand stories across media channels that are audience-driven.

ATTITUDE : A perceptive and critical mindset that is tuned into the hype, yet also aware of the dark side of said hype; Sense of ongoing curiosity about the velocity and dynamics of consumer preferences and trends, without losing sight of the basics: that people want to connect, and that people are all prone to the commanding power of stories; Anticipative and proactive in discovering and identifying compelling content

Course content :

Week	Topic
1	Content marketing in the context of traditional marketing
2	Content marketing in the digital age and its benefits for businesses
3	Content for consumers in the digital age
4	Content strategy: consumer/audience intelligence, positioning, narrative, and storytelling
5	Content strategy: brand intelligence, content audit, and cross-media planning
6	The role of storytelling
7	Reviewing material for the Midterm Exam
8	Midterm Exam
9	Building a content framework, team, and culture
10	Developing a content plan, calendar, and response rate
11	Creating a brand story
12	Creating a brand story 2
13	Promoting and maintaining content
14	Tracking and analysing
15	Reviewing material for the Final Exam
16	Final Exam (UAS)

Grading System :

In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%

TOTAL 100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items.

Scheme of Work :

***Activities: L:** Lectures **; D:** Discussion**; Q&A:** Question & Answer**; P:** Practice **TBD:** To Be Decided*

No.	Topics	Area of Discussion	Activities
1	● Marketing and digital marketing communication theories and the pillars of this course ● Different types of content and descriptions of content marketing ● Good content and bad content and the role of Search in determining good or bad ● An overview of the subject, sessions, teaching methods, literature and grading	● What is considered as "content" ● Content as a component of integrated marketing and communication ● Introduction to content marketing	L, D, Q & A
2	● Importance of content in the digital age ● How is IoT impacting marketing efforts	● The age of IoT ● Being found online ● How is Search benchmarking and measuring content ● Intangible and tangible benefits of content	L, D, Case Studies
3	● The consumers in the digital age ● Types of platforms consumers are in and their demands in terms of content ● The key components of a content strategy	● The demands of the critical consumer ● Importance of audience intel in content marketing and strategy ● The educated consumer: What are they like	L, D, Case Studies
4	● Diving into content strategy: Getting to know your audience beyond SES/age/gender ● Impact of brand and consumer intelligence on content development.	● Writing copy and content based on target audience insight (Gettins 1) ● Branding in the context of content (Kuik 2) ● Doing research on audience and giving rich description/ personas	L, D, P

5	● Content marketing across all media ● Content in the marketing funnel ● Content strategy development ● Diving into content strategy	● Content throughout all the stages in a consumer journey (Klein 3) ● Filling in the content strategy template ● Process of content hub creation on all media (Jutkowitz 7)	L, D, Quiz
6	● Identify compelling and successful storytelling in marketing campaigns ● Relevance Maturity Matrix ● The role of storytelling in marketing	● Human stories and insights incorporated into brands (Jutkowitz 3) ● In the age of the educated consumer we have never solved, we are always solving (Jutkowitz 5, Albee1-4) ● Storytelling structure (Albee 15) ● Guiding narratives in content development (Jutkowitz 1, Kuik 2)	L, D, P, Case studies
7	● Review session	● Review topics 1-7 for midtest ● Review creative content examples and their drivers (Gettins 1-4)	D, Q&A
8	**Middle Exam**		
9	● Implementing the strategy: team, goals, tone of voice ● Building a content culture	● Inventory and audit (Kuik 4) ● Role distribution in implementing the strategy (Klein 4) ● Building a content culture to encourage continuous ideation (Jutkowitz 6)	L, D, P
10	● Content creation: the ideation process	● Targeted brainstorming for content ideas	L, D, Case Studies
11	● Content creation: solving for distribution	● You are never not creating content ● How to continuously create- Atomize, Serialize, Magnetize (Jutkowitz 6) ● Thought leadership	L, D, P

12	• Content distribution: Writing and optimizing	• Writing for the web (Kuik 5, Klein 6) • Optimization and SEO	L, Present
13	• Content distribution: Promotion of and measurement content	• Post launch and promotion (Klein 7, Kuik 6) • Analysis and reporting (Klein 8, Kuik 6) • Relevance KPI's (Albee 28)	L, Present
14	• Iteration and maintenance	• Maintenance and growth of content (Klein 9) • Future of storytelling (Jutkowitz)	L, D, P
15	• Preparation of UAS	• Review and prep for final	P, D, Q&A
16	**Final Exam**		

Midterm Paper Guideline **:** Paper & Presentation Examination

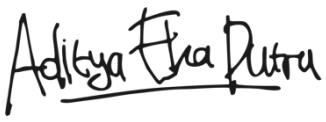
Final Paper Guideline **:** Group Project or Group Presentation & QA Session

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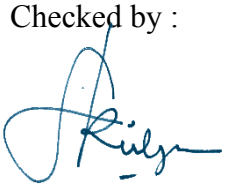
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