LSPR Communication & Business Institute

Subject Syllabus

Subject Code	**:**	MKTC10
Subject Title	**:**	IMC-Content Marketing
Subject Specification	**:**	For students in Marketing Communication Major
Subject Overview	**:**	

This course discusses the concepts and practices of content marketing in the context of integrated marketing. Students will study strategy, creativity, content development, and performance measurement in content marketing efforts. The main reference from the book "Content Marketing Handbook" by Robert W. Bly will be used to explore various aspects of content marketing.
The material taught includes target audience analysis, persona creation, storytelling techniques, and content distribution strategies. Students will also learn how to measure, maintain, and develop existing content as well as technical aspects such as building a content team and managing a content inventory. This course aims to develop skills in planning, creating and managing creative content that can attract consumer interest and achieve marketing goals.

Course Objectives :

1. Students are able to explain the basic concepts of content marketing in the context of integrated marketing.
2. Students understand the role of content marketing in supporting integrated marketing goals.
3. Students are able to describe various content marketing strategies explained in reference books, can plan content marketing strategies that suit the target audience and campaign objectives.
4. Students integrate content marketing strategies with other marketing efforts.
5. Students are able to identify the principles of creativity in designing marketing content, can choose the right type of content to achieve marketing goals, develop content with interesting headlines and effective calls-to-action.
6. Students are familiar with various metrics and tools for measuring the performance of content marketing campaigns, are able to analyze performance data to evaluate campaign effectiveness and use the results of the analysis to improve and refine the content.
7. Students identify appropriate distribution channels for content marketing, understand effective promotional tactics to expand the reach of content as well as apply distribution and promotion strategies in content case studies.
8. Students can identify ethical considerations in creating and disseminating content, avoid

misleading or controversial content in marketing contexts and integrate company values in marketing content.

Course Method: Interactive Lectures, Problem Based Learning, Cooperative Learning, Discovery Learning, Problem-solving Discussions, Case Based Learning, Case Small/Focus Group Discussions, Class Presentation.

Learning Outcome (Competence) :

Knowledge :
Able to understand the process and development of strategic communication, and the role of information technology in supporting strategic communication.

Skill :
Able to apply logical, critical, systematic and innovative thinking in the context of developing or implementing science and technology that pays attention to and applies humanities values appropriate to their field of expertise, able to make appropriate decisions in the context of solving problems in the field of communication skills, based on the results of appropriate information and data analysis.

Attitude :
Demonstrate an attitude of responsibility for work in the field of expertise within the scope of Communication Science independently.

Course Content :

Week	Topic
1	Introduction to Content Marketing (1)
2	Introduction to Content Marketing (2)
3	Developing a Content Marketing Strategy (1)
4	Developing a Content Marketing Strategy (2)
5	Creating Compelling Content
6	Measuring and Analyzing Content Marketing Success (1)
7	Measuring and Analyzing Content Marketing Success (2)
8	Mid Term Examination
9	Content Distribution and Promotion (1)
10	Content Distribution and Promotion (2)
11	Content Distribution and Promotion (3)
12	Content Distribution and Promotion:
13	Measuring and Analyzing Content Marketing Success
14	Legal and Ethical Considerations in Content Marketing (1)
15	Legal and Ethical Considerations in Content Marketing (2)
16	FINAL EXAMINATION

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 :

Session	Title/Topic	Area Discussion	Activities
1	Introduction to Content Marketing (1)	Definition of content marketing Importance of content marketing in modern marketing strategies Overview of the content marketing landscape	1. Lecturer's presentation 2. Question and answer Interactive Lectures
2	Introduction to Content Marketing (2)	Definition of content marketing Importance of content marketing in modern marketing strategies Overview of the content marketing landscape	1. Lecturer's presentation 2. Question and answer Interactive Lectures
3	Developing a Content Marketing Strategy (1)	Setting objectives and goals for content marketing campaigns	1. Lecturer's presentation 2. Question and answer

		Identifying target audiences and buyer personas Conducting content audits and competitive analysis	Interactive Lectures
4	Developing a Content Marketing Strategy (2)	Setting objectives and goals for content marketing campaigns Identifying target audiences and buyer personas Conducting content audits and competitive analysis	1. Lecturer's presentation 2. Question and answer Interactive Lectures
5	Creating Compelling Content	Understanding different types of content (e.g., articles, blogs, videos, infographics) Crafting engaging headlines and hooks Writing for different platforms and audiences	1. Lecturer's presentation 2. Question and answer Interactive Lectures
6	Measuring and Analyzing Content Marketing Success (1)	Key performance indicators (KPIs) for content marketing Tools and techniques for tracking and analyzing content performance Iterative improvement and optimization strategies	1. Lecturer's presentation 2. Question and answer Interactive Lectures
7	Measuring and Analyzing Content Marketing Success (2)	Key performance indicators (KPIs) for content marketing Tools and techniques for tracking and analyzing content performance Iterative improvement and optimization strategies	1. Lecturer's presentation 2. Question and answer Interactive Lectures
8	Mid Term Examination	Learning review and Mid-term exam preparation	
9	Content Distribution and Promotion (1)	Developing distribution channels (e.g., social media, email, SEO) Paid, earned, and owned media strategies Leveraging influencer marketing and partnerships	1. Lecturer's presentation 2. Question and answer Interactive Lectures
10	Content Distribution and Promotion (2)	Developing distribution channels (e.g., social media, email, SEO) Paid, earned, and owned media strategies	1. Lecturer's presentation 2. Question and answer Interactive Lectures

		Leveraging influencer marketing and partnerships marketing campaigns.	
11	Content Distribution and Promotion (3)	Developing distribution channels (e.g., social media, email, SEO) Paid, earned, and owned media strategies Leveraging influencer marketing and partnerships	1. Lecturer's presentation 2. Question and answer Interactive Lectures
12	Content Distribution and Promotion (4)	Developing distribution channels (e.g., social media, email, SEO) Paid, earned, and owned media strategies Leveraging influencer marketing and partnerships	1. Lecturer's presentation 2. Question and answer Interactive Lectures
13	Content Marketing Case Studies and Best Practices:	Analysis of successful content marketing campaigns Real-world examples and case studies from various industries	1. Student's presentation 2. Question and answer
14	Legal and Ethical Considerations in Content Marketing	Copyright and intellectual property issues Disclosure and transparency guidelines for sponsored content Ensuring compliance with relevant regulations and standards	3. Student's presentation 4. Question and answer
15	REVIEW for Final Examination	Review, briefing, Q&A	Review, briefing, Q&A
16	**FINAL EXAMINATION**	Validate the final assessment and determine student passing of the course.	Validate the final assessment and determine student passing of the course.

Midterm Paper Guideline : Paper & Presentation Examination

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

References :

1. "Content Marketing Handbook: How to Double the Results of Your Marketing Campaign" by Robert W. Bly (2019).

2. Cummings, H., & Kuyk, K. (nd). Content Marketing: Distilled's Guide to Designing Your Content Strategy. Retrieved fromhttps://www.brainlabsdigital.com/marketing-library/the-guide-to-designing-a-content-strategy/
3. Ryan, D. (2017). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (4th ed.). London: Kogan Page.
4. Klein, T., & McKetta, I. (nd). The Beginner's Guide to Content Marketing. Retrieved fromhttps://moz.com/beginners-guide-to-content-marketing

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