DIGITAL CONTENT CREATION AND DEVELOPMENT
Course Syllabus

1. General Information

Course name: **Digital content creation and development**

Course code: MAR

Number of credits: 3

Faculty: Marketing

Instructor 1: Msc. Nguyen Bao Ngoc Email: ngocnb@ptit.edu.vn

Instructor 2: Msc. Vu Viet Tien; Email: tienvv@ptit.edu.vn

2. Objectives

The aim of this unit is to provide learners a strong theoretical background in digital content along with a practical understanding of how to apply the creative digital content in not only marketing communication campaigns but also marketing programs.

3. Abstract

The importance of creative digital content in digital marketing is undeniable. Additional content, like blogs, videos, and photo advertisements are great ways to really convey what kind of people are behind the business. This is important, because potential clients will always want to work with people who appeal to them and who they feel comfortable around. As they progress through the unit, learner will build up their understanding of creative digital content, which they can apply to implement a marketing commutation or marketing programs for a business.

Firstly, the unit introduces learners to the wide scope of creative digital content and content marketing. Learners will explore the importance of content in digital marketing and how to create the niche content. The model of content marketing is also provided by this course.

Importantly, the process of creating digital content will be provided as a main section in this course. A step-by-step process to produce creative content is presented and the typologies of content are also mentioned. Learners will be able to apply this process to produce valuable content in their marketing communication programs.

4. Teaching and learning methods

Lectures: 34h

In class discussion & practice: 10h

Individual reading: 1h

5. **Prerequisites**

   Principles of marketing

6. **Learning Outcomes**

   On successful completion of this unit a student will:

1) understand the foundation concepts of content in digital marketing

2) understand content marketing

3) apply the content creation process

4) evaluate the content typologies and their purposes in digital marketing

7. **Assessment Criteria**

Learning outcomes On successful completion of this unit a student will:	Assessment criteria for pass the student can:
LO1. Understand the foundation concepts of content in digital marketing	- Understand the concept of digital content and its importance in marketing - Understand the content rules
LO2. Understand content marketing	- Understand the concept of content marketing - Understand the business model of content marketing
LO3. Apply the content creation process	- Apply the content niche and strategy - Apply the content creation plan - Apply marketing the content stories - Understand measure the content work
LO4. Evaluate the content typologies and their purposes in digital marketing	- Understand the distinguish between different types of contents - Apply to create and develop digital contents based on their differentiation - Apply different digital contents in marketing communication.

8. **Outlines**

Chapter 1. The foundation of digital content

1.1.   The concept of digital content

1.2.   The content rules

Chapter 2. Content marketing

2.1   The concept of content marketing

2.2   The business model of content marketing

Chapter 3. The content creation process

3.1   The goal of subscription

3.2   The content niches

3.3   Typologies of content

3.4   The content platform

3.5   The content channel plan in action

3.6   Measuring the impact of content marketing

Chapter 4. The content stories

4.1.   Social media for content marketing

4.2.   Alternative content promotion

4.3.   Leveraging a social influencer model

4.4.   Model for content marketing

9. Required Textbooks

PULIZZI, J., & BRENNER, M. (2014). *Epic content marketing: how to tell a different story, break through the clutter, and win more customers by marketing less*.

10. Suggested Textbooks

11. Schedule

Slot number	Main contents	Specific contents and activities	Student's tasks before and after class

1	**Chapter 1.** **The foundation of** **digital content**	• **Course Introduction**: outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria • **The concept of digital content** - The definition of content - The importance of content in digital marketing _Activities:_ Discuss a campaign content and its effectiveness	Before class: • Reading the course's syllabus • Reading Chapter 1, Q1,
2	**Chapter 1. The foundation of digital content**	• **The content rules** - How do you differentiate your content? _Activity:_ Discuss how to differentiate your content	Before class: • Reading Chapter 2, Q1,
3	**Chapter 2.** **Content marketing**	• **The concept of content marketing** - The definition of content marketing - The history of content marketing - The importance of content marketing process _Activity:_ Discuss this statement: "It isn't uncommon for managers at senior levels of large organizations to be so out of touch with customer or production reality that they don't know just how broken some of their business processes are." Discuss the role of search engine in content marketing.	Before class: • Reading Chapter 1,2,3, _Epic content marketing: how to tell a different story, break through the clutter, and win more customers by marketing less_, p28-70
4	**Chapter 2.** **Content marketing**	• **The business model of content marketing** - The basic media business model _Suggested activity:_ Discuss a case study related to basic media business model	Before class: • Reading Chapter 5,6, _Epic content marketing: how to tell a different story, break through the clutter, and win_

			more customers by marketing less, p93-139
5	**Chapter 3. The content creation process**	• **The goal of subscription** *Suggested activity:* Discuss why content is considered as a type of business assets.	Before class: • Reading Chapter 7,9, *Epic content marketing: how to tell a different story, break through the clutter, and win more customers by marketing less*, p.141-165
6	**Chapter 3. The content creation process**	• **The audience persona** • **Defining the engagement** *Suggested Activity:* Discuss the value to marketers of using a cognitive response approach to analyze consumers' reactions to and processing of their advertising messages.	Before class: • Reading Chapter 10,11, *Epic content marketing: how to tell a different story, break through the clutter, and win more customers by marketing less*, p..183-213
7	**Chapter 3. The content creation**	• **The content niches** • **The content marketing mission** *Suggested activity:* Discuss the future of content marketing.	Before class: • Reading Chapter 12, 13, *Epic content marketing: how to tell a different story, break through the clutter, and win more customers by marketing less*, p.214-243
8	**Chapter 3. The**	• **Building your editorial calendar**	Before class:

	content creation	• **Managing the content creation process** *Suggested activity:* Explore "Plugin Directory, WordPress.org, accessed July 9, 2013, http://wordpress.org/extend/plugins/editorial-calendar/."	• Reading Chapter 14,15, *Epic content marketing: how to tell a different story, break through the clutter, and win more customers by marketing less*, p.249-284
9	**Chapter 3. The content creation**	• **Content types and their applications on digital marketing actitivities** - *Blog* - *Ebook* - *Enewletter* *Suggested activity:* Work in team and prepare a newsletter.	Before class: • Reading Chapter 16, *Epic content marketing: how to tell a different story, break through the clutter, and win more customers by marketing less*, p.322-536
10	**Chapter 3. The content creation**	• **Content types and their applications on digital marketing actitivities** - Branded application - Online new release *Suggested activity:* Discuss the content of a specific branded application	Before class: • Reading Chapter 16, *Epic content marketing: how to tell a different story, break through the clutter, and win more customers by marketing less*, p.322-536
11	**Chapter 3. The content creation**	• **Content types and their applications on digital marketing actitivities**	Before class: • Reading Chapter 16, *Epic content*

		- Digital magazine - Infographic *Suggested activity*: Work in team and prepare a detail infographic	*marketing: how to tell a different story, break through the clutter, and win more customers by marketing less*, p.322-536
12	**Chapter 3. The content creation**	• **Content types and their applications on digital marketing actitivities** - Discuss forum - Podcast *Suggested activity* Join in a forum/online community and discuss the rules of content.	Before class: • Reading Chapter 16, Q2, p.322-536
13	**Chapter 3. The content creation**	• **Content types and their applications on digital marketing actitivities** - Video	Before class: • Reading Chapter 16, Q2, p.322-536
14	**Chapter 3. The content creation**	• **The content platform** *Suggested activity:* Discuss which platforms would be the best effectiveness in promoting content	Before class: • Reading Chapter 17, Q2, p.566-582
15	**Chapter 3. The content creation**	• **The content channel plan in action** *Suggested activity*: Discuss how to use channels effectively in storytelling.	Before class: • Reading Chapter 18, Q2, p.582-594
16	**Chapter 4. The content stories**	• **Measuring the impact of content**	Before class: Reading Chapter 24,25,

		marketing *Suggested citivity:* • Discuss which index is the most importance to measure the impact of content marketing	Q2, 708-810
17	**Chapter 4. The content stories**	• **Social media for content marketing** *Suggested activity* Discuss the role of social media in content marketing	Before class: • Reading Chapter 21, Q2, p.596-650
18	**Chapter 4. The content stories**	• **Alternative content promotion techniques** *Activity:* Test some required content promotion techniques	Before class: • Reading Chapter 22, Q2, p.652-688
19	**Chapter 4. The content stories**	• **Leveraging a Social Influencer Model for Content Marketing** *Suggested activity* Discuss "Top 42 Content Marketing Blogs," ContentMarketingInstitute.com,"	Before class: • Reading Chapter 23, Q2, p.689-707
20	Group assignment presentation		
21	Group assignment presentation		
22	**General review and Q&A session**	• **Review the course** • **Q&A**	

12. Grading Policy

	Assignment	Importance
1	Class participation/In class activities	10%
2	Midterm assignment (Group)	40%
3	Final assignment (Group)	50%

Class participation

Note: Punctual and regular attendance is a minimum expectation for this course. The students must not be absent more than 20% of total scheduled learning slots.

Mid-term Assignment

This assignment encourages students to apply knowledge and develop skills in creating and developing different types of digital content and work with his/her team to plan a content production process. A group should include in 4-5 members. They will be required to design a content creating plan which addresses some types of digital content of the assigned scenario/real firm. Some required main tasks should be: *(1) Choose/ to be assigned a scenario/real firm; (2) Plan to create 2-3 types of digital content for an integrated marketing communication program;* As a result of the group project, each group must deliver a research report.

Final assignment

This assignment requires learners to apply knowledge and develop skills in creating digital content and work with his/her team to implement a content marketing program. A group should include in 4-5 members. Based on the above proposed plan, the groups have to implement to product these types of content. As a result of the group project, each group must deliver a research report about the integrated digital communication (content production procedures should be included in reports) and present on 20th, 21st slot of this course. The oral presentation of each group must be no longer than 15 minutes.