Course Instructor
Kylah J. Hedding
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Email: kylah-hedding@uiowa.edu
Drop-in Hours: By appointment.

Course Details
Tuesday/Thursday, 3:30-4:45 pm
AJB W336 for in-person sessions

To access the course site, log into Iowa Courses Online (ICON) using your Hawk ID and password.
http://icon.uiowa.edu/index.shtml

Academic Course Home
College of Liberal Arts and Sciences – School of Journalism and Mass Communication
DEO: David Ryfe
Phone: (319) 335-3486
Email: david-ryfe@uiowa.edu

Prerequisites
JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-.

Course Description and Goals
Content marketing is a strategic approach that focuses on the creation of content to help further an organization’s brand. It focuses on the creation of content that is useful for a clearly defined target audience, which attracts and retains customers loyal to an organization’s brand, ultimately driving profits.

This course introduces you to the concepts of content marketing and helps you develop the skills needed to create and execute a successful content marketing plan. By the end of the class you will be able to:

- Outline and apply the principles of content marketing, including defining an organization’s content niche.
- Develop compelling content for specific audiences and understand how to target your marketing efforts.
- Build and manage a content editorial calendar and content marketing plan.
- Implement an agile project management process to ensure content plan objectives are met quickly and efficiently.

Additionally, you will continue to develop the writing, editing, and technical skills you will need to be successful in your future strategic communication career.
SJMC Learning Objectives

The SJMC takes curricular assessment seriously. This course contributes to the SJMC assessment plan by reinforcing and helping students attain proficiency in several learning outcomes. These include:

Writing & Storytelling: By the end of this course, students should be proficient in gathering factual story elements, and evaluating and expressing them in logical forms that reach multiple audiences.

will also display an ability to access and analyze data, report facts accurately, and research and edit information in a manner commensurate with professional standards.

Multiculturalism: By the end of this course, students should be proficient in producing strategic communication products that reflect the voices and experiences of diverse groups. Moreover, they should demonstrate an ability to work with members of diverse groups.

Finally, ethical considerations lie at the core of every communication profession. This course will reinforce students’ ability to anticipate and recognize ethical issues when they arise and to reason through them taking multiple perspectives and contexts into account.

Click here for the complete SJMC Assessment Plan.

Required Textbook/Media

There is no required textbook for this class. All assigned readings, videos, and podcasts will be made available through ICON. All content will be available at least one week before the content response is due.

Content marketing is constantly and quickly changing, so you will also be required to keep up with what is happening currently in the industry. I also expect you to keep up with current events. It’s important to know what’s going on in the world, and what issues your clients are facing. It makes you a more effective practitioner! As a University of Iowa student, you have access to the New York Times. I will also provide various e-mail newsletters, podcasts, and other sources you may use.

Because many organizational style guides are based on AP Style, you will be expected to use it for this class. The University of Iowa provides access to the AP Stylebook Online for students through the Journalism and Mass Communication subject guide at the University of Iowa Libraries website: http://guides.lib.uiowa.edu/jmc.

Course Structure

You will be assessed as follows.

Course Work

Participation/Discussion: Participation is key to this class. We will discuss many issues related to content marketing. I expect you to come to class prepared to participate in class discussion. There will be opportunities for you to participate in class discussions both online and face-to-face. You will also be asked to assess the participation of your group project members, which will factor into this assessment.

Content Responses (approximately 200-300 words): You will be required to complete 9 content responses during the course of the semester. I will provide a discussion forum prompt based on the required readings and other content for that week, and you will be required to respond to the discussion prompt by Monday. You should also pose one or two questions you have about that week’s content (this does not have to be related to the discussion prompt, though it can be).

Content responses will be graded on a 0-3 scale where 0 = not done; 1 = summarizes but does not critically engage with the content and prompt, questions are missing or surface level; 2 = well thought out response that attempts to critically
engage with the content and prompt, however questions are missing or surface level; 3 = well thought out response that critically engages with the content and prompt, questions demonstrate an attempt to understand and apply content marketing principles. Please note that your content responses will be based on quality – i.e. more words DOES NOT EQUAL a better grade. However, make sure you are addressing the discussion prompt adequately.

Learning Exercises: You will be required to complete 9 learning exercises during the course of the semester. These will vary depending on class topic, but generally you will have to turn something in and/or present it at the end of each week. These learning exercises are designed to help you better understand how to apply the concepts we’ve discussed in class. Often, the learning exercises will be the first step for one of the Graded Assignments. Discuss them with your colleagues, but everyone should turn in their own work.

Learning Exercises will be graded on a 0-3 scale where 0 = did not turn in the work; 1 = work shows below average to average effort and/or does not apply concepts learned in class; 2 = work shows average effort and basic ability to apply concepts learned in class; 3 = work shows strong effort and effectively applies the concepts learned in class. You are still responsible for turning in the Learning Exercises on time even if you aren’t in class, unless you contact me to make other arrangements. Please note that Learning exercises will be based on quality – i.e. more words DOES NOT EQUAL a better grade.

Graded Assignments: You will work throughout the semester on graded assignments (both individually and in groups) that represent each part of the process for planning and executing a content marketing plan. Each assignment will be related to that module’s topic and will vary depending on the topic. For each assignment, you will receive a template and/or grading rubric so your group will know exactly what is expected. See Graded Assignments under Course Policies for my policies on making up missed/failing assignments.

Final Group Campaign Portfolio: This will be a compilation of your Graded Assignments, along with some additional strategic analysis, presented as a final portfolio. Your final portfolio grade will be focused on how well your content pieces complement each other while addressing your outlined goals for your targeted audiences.

Grading Criteria
Final course grades will be assessed based on your performance in the following areas:

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<thead>
<tr>
<th>% of Final Grade</th>
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<tbody>
<tr>
<td>Participation/Discussion</td>
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<tr>
<td>Content Responses (9)</td>
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<tr>
<td>Learning Exercises (9)</td>
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<tr>
<td>Graded Assignments (6-7)</td>
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<tr>
<td>Final Content Portfolio</td>
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<td><strong>Total</strong></td>
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Final course grades will be assigned as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
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<tbody>
<tr>
<td>A / A-</td>
<td>100 - 90</td>
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<tr>
<td>B+ to B-</td>
<td>89-80</td>
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<tr>
<td>C+ to C-</td>
<td>79-70</td>
</tr>
<tr>
<td>D+ to D-</td>
<td>69-60</td>
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<td>F</td>
<td>below 60</td>
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Course and University Policies

Course Policies

Class Discussion/Participation: I expect you to come to class familiar with the content and concepts for that week and prepared to participate in class discussion. Occasionally, we may discuss sensitive and/or controversial issues in class.
While I do encourage disagreement and discussion (with each other and with me), I ask that we remain civil and respectful.

**Graded Assignments:** All assignments must adhere to the appropriate format. I will provide guidance for each assignment. Assignments are due at the time specified on ICON. Late assignments will receive a reduced grade unless you and I agree before the assignment is due that it can be late. Assignments will go down by a full letter grade each day that they are late. For example, an A assignment due at the end of class (EOC) received later that day will earn a B, a C the day after, and a D the day after that. (*BOC = Beginning of Class; EOC = End of Class; EOD = End of Day, or 11:59 PM*)

I allow students to re-submit failing work (less than 70 percent) within two weeks of receiving graded assignments. **For group work, the entire group must commit to the revision.** New assignments will be re-graded as long as you meet with me at least a week before the revised work is due and substantially revise the original work. There is no guarantee you’ll receive a better grade on a re-submitted assignment. **Your final grade for the assignment will be an average of the two grades.**

**Attendance:** Class attendance is important. However, given the unique circumstances of this semester, I won’t be using attendance for assessment.

*If you find that a serious health or other problem is affecting your work, please talk with me—sooner rather than later—about how to handle course obligations. Also see me if a class meeting interferes with a religious observance. Also see the University/CLAS policies on attendance.*

**Online Communication:** I am always happy to answer any e-mails with questions, comments or concerns. However, they should be sent through your Hawk e-mail account, as outlined in the CLAS policy. PLEASE INCLUDE JMC3420 IN THE SUBJECT OF THE EMAIL. **I will respond to your e-mail in a timely manner (within approximately 24-48 hours). DO NOT EMAIL ME THE NIGHT BEFORE AN ASSIGNMENT IS DUE AND EXPECT A RESPONSE. I expect to see proper e-mail etiquette.**

**Plagiarism:** Make sure you cite your sources. Sometimes you can unintentionally copy another’s work. **However, since I cannot assess whether plagiarism is intentional or unintentional, all work that improperly copies others’ words will be considered plagiarized and will receive an automatic zero. (Note: The exception to this rule is information you may take from your client’s material as you develop marketing and communication tools).**

**Workload:** The CLAS student workload guidelines advise that each semester hour of class time should entail around two hours each week of outside preparation for the average student. **This means that in a 3-semester-hour course like this one, students should expect 6 additional hours of work, for a total of 9 hours of work each week.**

**University/CLAS Policies**
For the most up-to-date policies, see [https://clas.uiowa.edu/faculty/teaching-policies-resources-syllabus-insert](https://clas.uiowa.edu/faculty/teaching-policies-resources-syllabus-insert).

**THE IOWA DOZEN**

We learn to: (1) write correctly and clearly; (2) conduct research and gather information responsibly; (3) edit and evaluate carefully; (4) use media technologies thoughtfully; (5) apply statistical concepts appropriately

We value: (6) First Amendment principles for all individuals and groups; (7) a diverse global community; (8) creativity and independence; (9) truth, accuracy, fairness, and diversity

We explore: (10) communication theories and concepts; (11) media institutions and practices; (12) the role of media in shaping cultures
## Course Calendar

This is a tentative course outline. Throughout the semester, changes **LIKELY WILL HAPPEN**. Any changes will be announced ASAP on ICON and in class.

### Week 1 | Module 1: Introduction Content Marketing (August 25, 27)

**Learning Objectives:**
- Overview of assignments and expectations
- Introduction to content marketing within a strategic communication context
- Know history and principles of content marketing

**Due Dates:**
- Learning Exercise #1 – 8/28 EOD

**Readings and Other Content:**
- REVIEW syllabus
- WATCH Intro video
- READ The Content Rules

**Online Activities:**
- PARTICIPATE in online discussion about content topic
- WORK on Learning Exercise

**Face-to-Face Activities:**
- PARTICIPATE in discussion about content topic
- Work on Learning Exercise

### Week 2 | Module 1: Introduction to Content Marketing (September 1, 3)

**Learning Objectives:**
- Building blocks of CMI Content Marketing Framework
- Introduction to agile project management process

**Due Dates:**
- Content Response #1 – 8/31 EOD
- Learning Exercise #2 – 9/4 EOD

**Readings and Other Content:**
- R READ What is Content Marketing
- LOOK History of Content Marketing
- WATCH Content Marketing – The What and Why

**Online Activities:**
- PARTICIPATE in online discussion about content topic
- WORK on Learning Exercise

**Face-to-Face Activities:**
- PARTICIPATE in discussion about content topic
- Work on Learning Exercise

### Week 3 | Module 2: Developing Your Content Strategy (September 8, 10)

**Learning Objectives:**
- Finding your sweet spot
- Building audience personas
- Telling a good story with an authentic voice

**Due Dates:**
- Content Response #2 – 9/7
- Learning Exercise #3 – 9/11
- Introduce Graded Assignment #1

**Readings and Other Content:**
- WATCH Six Steps to Creating Your Content Brand
- READ Insight Inspires Originality; Who Are You; Buyer Personas You Want to Use

**Online Activities:**
- PARTICIPATE in online discussion about content topic
- WORK on Learning Exercise

**Face-to-Face Activities:**
- PARTICIPATE in discussion about content topic
- Work on Learning Exercise
## Week 4 | Module 2: Developing Your Content Strategy (September 15, 17)

### Learning Objectives:
- Analyzing current content assets
- Finding good content within your organization
- Developing strategic content marketing goal
- Creating a process for developing good content

### Due Dates:
- Content Response #3 – 9/14 EOD
- **Graded Assignment #1 9/18 - EOD**

### Readings and Other Content:
- READ CMI Framework
- READ How to Define and Document Content Marketing Goals; Create Wings and Roots, Finding Your Content Assets; Reimagine Don’t Recycle
- Other content TBD

### Online Activities:
- PARTICIPATE in online discussion about content topic
- WORK on Learning Exercise

### Face-to-Face Activities:
- PARTICIPATE in discussion about content topic
- Work on Learning Exercise

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## Week 5 | Module 3: Developing and Distributing Content (September 22, 24)

### Learning Objectives:
- Knowing different types of content available
- Developing content that is useful for your audience
- Knowing common content development mistakes

### Due Dates:
- Content Response #4 – 9/21 EOD
- Learning Exercise #4 – 9/25 EOD
- **Introduce Graded Assignment #2**

### Readings and Other Content:
- SKIM Content Types
- READ Six Content Formats Your Audience Wants; Share or Solve, 27 Reasons Your Content Sucks
- Other Content TBD

### Online Activities:
- PARTICIPATE in online discussion about content topic
- WORK on Graded Assignment

### Face-to-Face Activities:
- PARTICIPATE in discussion about content topic
- Work on Graded Assignment

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## Week 6 | Module 3: Developing and Distributing Content (September 29, October 1)

### Learning Objectives:
- Identifying appropriate content distribution channels
- Overview of marketing content and evaluating its impact
- Developing an effective editorial calendar

### Due Dates:
- Content Response #5 – 9/28 EOD
- **Graded Assignment #2 10/4 EOD**
- Introduction of Graded Assignments #3-6

### Readings and Other Content:
- READ How Content Marketing Can Save Your Digital Marketing Strategy; Measuring the Impact of Content Marketing; Monitoring and Measuring Your Content; Ideal Length of Everything Online
- Other content TBD

### Online Activities:
- PARTICIPATE in online discussion about content topic
- WORK on Graded Assignment

### Face-to-Face Activities:
- PARTICIPATE in discussion about content topic
- Work on Graded Assignment
### Week 7 | Module 4: Developing Compelling Content – CONTENT SPOTLIGHTS (October 6, 8)

**Learning Objectives:**
- Best practices for developing unique and compelling video content for strategic advantage
- Issues of ethics/diversity in content development

**Due Dates:**
- Content Response #6 10/5 EOD
- Learning Exercise #5 10/9 EOD

**Readings and Other Content:**
- **Video Content**
  - READ/WATCH *Ultimate Guide to Video Marketing; Video Strategies for Every Step of the Buyer Journey*
  - Other Content TBD

**Online Activities:**
- PARTICIPATE in online discussion about content topic
- WORK on Learning Exercise/Graded Assignment

**Face-to-Face Activities:**
- PARTICIPATE in discussion about content topic
- Work on Learning Exercise/Graded Assignment

### Week 8 | Module 4: Developing Compelling Content – CONTENT SPOTLIGHTS (October 13, 14)

**Learning Objectives:**
- Best practices for developing unique and compelling audio content for strategic advantage
- Issues of ethics/diversity in content development

**Due Dates:**
- Content Response #7 10/12 EOD
- Learning Exercise #6 10/15 EOD

**Readings and Other Content:**
- **Audio Content**
  - READ *How to Get Listeners to Push Play; Podcast Consumer Research 2019*
  - Other Content TBD

**Online Activities:**
- PARTICIPATE in online discussion about content topic
- WORK on Learning Exercise/Graded Assignment

**Face-to-Face Activities:**
- PARTICIPATE in discussion about content topic
- Work on Learning Exercise/Graded Assignment

### Week 9 | WORK WEEK (October 20, 22) – optional class attendance

### Week 10 | Module 4: Developing Compelling Content – CONTENT SPOTLIGHTS (October 27, 29)

**Learning Objectives:**
- Best practices for developing unique and compelling graphic content for strategic advantage
- Issues of ethics/diversity in content development

**Due Dates:**
- Content Response #8 – 10/26 EOD
- Learning Exercise #7 – 10/30 EOD

**Readings and Other Content:**
- **Graphic Content**
  - READ/LOOK *Infographic Design, Everything We’ve Learned from Making 4000 Infographics*
  - Other Content TBD

**Online Activities:**
- PARTICIPATE in online discussion about content topic
- WORK on Learning Exercise/Graded Assignment

**Face-to-Face Activities:**
- PARTICIPATE in discussion about content topic
- Work on Learning Exercise/Graded Assignment
# Week 11 | Module 4: Developing Compelling Content – CONTENT SPOTLIGHTS (NOVEMBER 3, 5)

**Learning Objectives:**
- Best practices for developing unique and compelling written content for strategic advantage
- Issues of ethics/diversity in content development

**Due Dates:**
- Content Response #9 – 11/2 EOD
- Learning Exercise #8 – 11/6 EOD

**Readings and Other Content:**

**Written Content**
- READ Writing Guide for Content Marketing; Boosting Content Readability
- Other content TBD

**Online Activities:**
- PARTICIPATE in online discussion about content topic
- WORK on Learning Exercise/Graded Assignment

**Face-to-Face Activities:**
- PARTICIPATE in discussion about content topic
- Work on Learning Exercise/Graded Assignment

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# Week 12 | WORK WEEK (November 10, 11) – optional class attendance

# Week 13 | Module 5: Effectively Marketing Content (November 17, 19)

**Learning Objectives:**
- Effectively using digital marketing and SEO to market your content

**Due Dates:**
- Content Response #10 – 11/16 EOD
- Learning Exercise #9 – 11/20 EOD

**Readings and Other Content:**

**Online Activities:**
- PARTICIPATE in online discussion about content topic
- WORK on Learning Exercise/Graded Assignment

**Face-to-Face Activities:**
- PARTICIPATE in discussion about content topic
- Work on Learning Exercise/Graded Assignment

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# Week 14 | THANKSGIVING – Enjoy your holiday!! (November 24, 26)

# Week 15 | Module 6: Introduction to Data Analytics (December 1, 3)

**Learning Objectives:**
- Develop basic understanding of analytics and tracking
- Understand ethical implications of data gathering
- Earn Google Analytics Certification

**Due Dates:**
- Learning Exercise #10 – Beginner Module certificate of completion – 12/4 EOD
- Content Response #11 – 12/4 EOD

**Readings and Other Content:**
- READ Cambridge Analytica; Murky Ethics of Data Gathering; and Rethinking Data Privacy

**Online Activities:**
- PARTICIPATE in online discussion on content topic
- Complete Google Analytics Beginner Module
- Email me your certification of completion
- Participate in Content Response #12 discussion

**Tuesday/Thursday**
- Zoom Open Drop In during class time
### Learning Objectives:
- Develop basic understanding of analytics and tracking
- Understand ethical implications of data gathering
- Earn Google Analytics Certification

### Online Activities
- Complete Google Analytics Advanced Module
- Email me your certification of completion
- Take Google Analytics Individual Certification Exam

**Tuesday/Thursday**
- Zoom Open Drop In during class time

### Due Dates:
- Learning Exercise #11 – Advanced Module Certificate of Completion – 12/9 EOD
- **OPTIONAL Graded Assignment #7 – Google Analytics Individual Certification Exam – 12/11 EOD**

### FINAL CONTENT PLAN AND CONTENT PIECES

#### Due Dates:
Final Content Plans with content pieces will be due through ICON by the end of the assigned Final Exam time