Content Marketing Spring 2019

University of Iowa School of Journalism and Mass Communication
JMC 3420: 0001
M-W 2:00-3:15
AJB W236

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Course Website: icon.uiowa.edu
Office hours by appointment only

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 creating content that is useful in meeting the organization’s goals and is appropriate for the target audience.

This course introduces you to the concepts of content marketing and helps you develop the skills you need to create and execute a successful content marketing plan. By the end of this course 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.

Required Textbook and Readings

The required book for this course is “Content Rules” by Ann Handley and CC Chapman (revised and updated version.) The book is available at the University Bookstore or Amazon. There is also a reserve copy in the J-School Resource Center. I will also post additional readings to the appropriate ICON module as needed.

Course Requirements

Students are expected to attend classes, contribute to class discussion, work collaboratively within their groups, complete all required readings and projects, and submit assignments on time.
Late assignments and excessive absences will result in lower grades. I reserve the right to deduct points from your final grade for unprofessional behavior, including excessive tardiness, lack of attention to clients and other guests.

Grading Guidelines

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Course Expectations

Workload

This course will consist of lectures, readings, discussion, and individual and group work. There will be time to work in class, but you will need to schedule some client and group work outside of class.

You will be assessed on both individual and group assignments. Individually, you will provide written responses to prompts in the discussion forum. Both individually and in groups, you will develop a content marketing plan and content pieces.

Attendance

I will keep a record of your attendance and expect you to be here every day. Absences are excused for internships, job interviews, University-related activities, and religious observances. Missed classes due to common illnesses are not excused; however, you do receive three “free” days
during the semester. It’s wise to reserve these days for illnesses or other events that don’t qualify for an excused absence.

Be sure to let me know ahead of time if a class meeting conflicts with any such commitments, and please provide documentation if/when necessary. **Let me know in advance when you can, but please note that unexcused absences, for whatever reason, will factor into your final grade as outlined below.** Unexcused absences will impact the contribution portion of your grade.

**If you find that a serious health or other problem is affecting your work, please discuss it with me ASAP.** If you wait until the end of the semester to reach out, I can’t help you make other arrangements. More communication is always better, and I will always try to work with you provided I know what is going on.

If you miss class, you are still responsible for any schedule changes announced. Check ICON and be in touch with a classmate to find out what went on in your absence.

- Three unexcused absences will lower your final grade the next step down (e.g., B+ to B-)
- Four or more unexcused absences will lower your final grade a full letter grade (e.g., B+ to C+)
- Five or more unexcused absences is grounds for failure

Assignments are due at the time specified in the syllabus. Unless otherwise indicated, you will upload your work to the assignment folder provided on the course ICON. Assignments will go down a full letter grade each day they are late. An A assignment due during class that’s received at 5 PM on that day will earn a B, a C the day after, and a D after that.

**COLLABORATION**

Much of your work in this class is collaborative. Each student in the working groups is expected to complete a similar amount of work and contribute equally to the projects. Each student will complete a self-evaluation and a group evaluation, describing this equality or lack of it during the group’s work. I may adjust your grade based on your group members’ evaluations.

**CONTACT ME**

Feel free to contact me via email at meghan-foster@uiowa.edu. Email is one of the best ways to get a hold of me and I will usually respond within 24 hours; however, I may not respond as quickly over the weekend. You can also call me at 319-325-0920 with any questions or concerns. Office hours are by appointment only.
**University/CLAS Policies**

**Administrative Home**

The College of Liberal Arts and Sciences is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall, or see the CLAS Academic Policies Handbook at https://clas.uiowa.edu/students/handbook.

**Electronic Communication**

University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty and students should use this account for correspondences (Operations Manual, III.15.2, k.11).

**Accommodations for Disabilities**

The University of Iowa is committed to providing an educational experience that is accessible to all students. A student may request academic accommodations for a disability (which includes but is not limited to mental health, attention, learning, vision, and physical or health-related conditions). A student seeking academic accommodations should first register with Student Disability Services and then meet with the course instructor privately in the instructor’s office to make particular arrangements. Reasonable accommodations are established through an interactive process between the student, instructor, and SDS. See https://sds.studentlife.uiowa.edu/ for information.

**Academic Honesty**

All CLAS students or students taking classes offered by CLAS have, in essence, agreed to the College's Code of Academic Honesty: "I pledge to do my own academic work and to excel to the best of my abilities, upholding the IOWA Challenge. I promise not to lie about my academic work, to cheat, or to steal the words or ideas of others; nor will I help fellow students to violate the Code of Academic Honesty." Any student committing academic misconduct is reported to the College and placed on disciplinary probation or may be suspended or expelled (CLAS Academic Policies Handbook).

**CLAS Final Examination Policies**
The final examination schedule for each class is announced by the Registrar generally by the fifth week of classes. Final exams are offered only during the official final examination period. No exams of any kind are allowed during the last week of classes. All students should plan on being at the UI through the final examination period. Once the Registrar has announced the date, time, and location of each final exam, the complete schedule will be published on the Registrar’s website and will be shared with instructors and students. It is the student’s responsibility to know the date, time, and place of a final exam.

**Making a Suggestion or a Complaint**

Students with a suggestion or complaint should first visit with the instructor (and the course supervisor), and then with the departmental DEO. Complaints must be made within six months of the incident (CLAS Academic Policies Handbook).

**Understanding Sexual Harassment**

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI Office of the Sexual Misconduct Response Coordinator for assistance, definitions, and the full University policy.

**Reacting Safely to Severe Weather**

In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will continue if possible when the event is over. For more information on Hawk Alert and the siren warning system, visit the Department of Public Safety website.

**Tentative Course Schedule**

This is a tentative course outline. Throughout the course of the semester, changes may be necessary. *Any changes will be announced immediately on ICON.*

**Week One: Introductions**

Monday, January 14th
Welcome, Introductions, Syllabus Overview
Assign working groups
Introduce and assign clients

Wednesday, January 16th
Watch “The Story of Content” and discuss

Assignment: Read Chapter 1 of “Content Rules” (Pages 3-20.) Respond to prompts in ICON by Wednesday, January 23rd at 8 AM.

**Week Two**

Monday, January 20th

**NO CLASS: MLK Day**

Wednesday, January 23rd
Lecture and Discussion: Introduction to Content Marketing

Assignment: Read “Content Rules” Chapters 3 & 4 (pages 21-54) and Chapter 10 (121-137). Respond to question in ICON by 8 AM on Monday, February 4th

**Week Three**

Monday, January 28th
Lecture and Discussion: The Who, What and Why of Your Content Strategy
Introduce Content Makeover Assignment (**Due Wednesday, February 6th**)

Assignment: Read “Content Rules” Chapter 6 (pages 69-93)

Wednesday, January 30th
Lecture and Discussion: Understanding your brand voice and how to create helpful content

Assignment: Read “Content Rules” Chapter 5 (pages 55-68). Respond to question in ICON by 8 AM Monday, February 4th. Continue work on your content makeover assignment

**Week Four**

Monday, February 4th
• Lecture and discussion: Reimagining and Repurposing Your New and Existing Content

Assignment: Finalize work on your Content Makeover assignment. Turn in assignment by 2 PM Wednesday, February 6th.

Wednesday, February 6th

• Content Makeover presentations and discussion
• Introduce Repurposing Assignment (Due February 13th)
• Work Day

Assignment: Work on Repurposing Assignment

WEEK FIVE

Monday, February 11th

• Lecture and Discussion: How the Work Gets Done: Implementation Strategies, Creating a Content Calendar

Assignment: Finish work on Repurposing Assignment. Turn in assignment by 2 PM Wednesday, February 20th

Wednesday, February 13th

• Repurposing presentation and discussion
• Begin work on client plan

WEEK SIX

Monday, February 18th

• Lecture and discussion: Content and Social Media

Wednesday, February 20th

• Work day, instructor check-in

Assignment: Read Content Rules: Chapter 11 (pages 143-153) Chapter 13 (Pages 171-181) and Chapter 14 (pages 183-187) and Chapter 15 (pages 189-195)

WEEK SEVEN

Monday, February 25th

• Lecture and discussion: Content Spotlight: Blogging and Written Content
• Introduce written content assignment (Due Wednesday, March 6th)
Wednesday, February 27th

- Work Day

Assignment: Work on written content assignment (Due Wednesday, March 6th at 2 PM)

**Week Eight**

Monday, March 4th

- Lecture and discussion: Paid Search and SEO

Assignment: Finish work on written content assignment (Due Wednesday, March 6th at 2 PM)

Wednesday, March 6th

- Work Day, Instructor Check-In

**Week Nine**

Monday, March 11th

**TBD (Guest Speaker or Virtual Lecture/Discussion on Ethics and Diversity)**

Wednesday, March 13th

- Work Day/Instructor Check-In

**Week Ten Spring Break (March 18th & 20th)**

Monday, March 25th

- Lecture and Discussion: Monitoring and Measuring the Success of Your Campaign

Wednesday, March 27th

- Work Day

Assignment: Read “Content Rules” Chapter 16 (pages 197-206), respond to discussion prompt in ICON

**Week Eleven**

Monday, April 1st
• Lecture and Discussion: Content Spotlight: Video
  • Introduce Video Assignment (Due Wednesday, April 10th)

Assignment: Begin work on Video Content Assignment

Wednesday, April 3rd

• Work Day

Assignment: Continue work on Video Content Assignment, read “Content Rules” Chapter 18 (pages 211-217), respond to discussion prompt in ICON by 8 AM Monday, April 8th at 8 AM

Week Twelve

Monday, April 8th

• Lecture and Discussion: Content Spotlight: Photos and Graphics
  • Introduce Photos and Graphics Assignment (Due Wednesday, April 17th)

Assignment: Finish work on Video Content Assignment (Due April 10th at 2 PM)

Wednesday, April 10th

• Work Day

Assignment: Read “Content Rules” Chapter 17 (Pages 207-210), respond to discussion prompt in ICON by Monday, April 15th at 8 AM

Week Thirteen

Monday, April 15th

Lecture and Discussion: Content Spotlight: Podcasting
  • Introduce Podcasting Assignment (Due Wednesday, April 24th)

Assignment: Begin work on Podcasting Assignment (Due April 17th at 2 PM)

Wednesday, April 17th

• Work Day

Assignment: Continue work on Podcasting Assignment

Week Fourteen

Monday, April 22nd
Assignment: Finish work on your Podcasting Assignment. Continue Work on Final Project

Wednesday, April 24th

- Work Day

**WEEK FIFTEEN**

**APRIL 29th AND MAY 1ST: FINAL REPORTS AND PRESENTATIONS**

**WEEK SIXTEEN**

**FINALS WEEK**