RUTGERS–CAMDEN
School of Business

52:630:364:90 Digital Content Creation   **Dr. Ozum Zor**
Spring 2025   ozum.zor@rutgers.edu
Asynchronous Online   Office Hours: By appointment

COURSE DESCRIPTION

Digital content marketing has been thriving since the last decade. Naturally, the digital content strategy is a must-have for marketers. In this course, students will learn how to plan, create, implement, and measure a content marketing strategy. This course involves readings, lectures, discussions, individual and team assignments, and student presentations.

In this course, students will gain practical experience in engaging audiences, writing compelling copy, creating branded videos, measuring the efficacy of owned content, leveraging outreach techniques and networks to effectively distribute content, and implementing all these towards building a company's professional brand and authority.

LEARNING GOALS AND OBJECTIVES

This course is designed to help students develop knowledge and practical skills in digital content marketing. After completing this course, students will demonstrate the following:

- Understanding of why core marketing principles are an integral part of a digital content marketing strategy

- Ability to plan, create, implement, and measure a content marketing strategy that meets specific marketing goals.

- Effectively communicate their digital content marketing knowledge

- Measure the effectiveness of content marketing efforts

- Explain the importance of a digital content marketing strategy

Students develop these skills and knowledge through actively participating the course activities and assignments.

COURSE MATERIALS

<u>**Readings (Required):**</u>

Since the digital landscape is dynamically changing, this course requires readings from different sources. I strongly recommend you gather all your readings as soon as possible in the semester. Each reading is crucial for different purposes; therefore, all assigned readings are required.

Textbook (Stukent): In this course, we will use Stukent's **Content Marketing Strategies** (written by Nick Mattar). This textbook is crucial to understand the core marketing principles behind content marketing strategies. Stukent updates the content very frequently to keep it up to date. You can purchase the textbook from the bookstore or directly from Stukent. Please find the most economical solution for yourself between the two options. Remember, students using financial aid can only use this by purchasing through the bookstore.

Purchase from Bookstore: You can purchase an access code for the textbook via the bookstore https://universitydistrict.bncollege.com/. Once you have purchased your access code from the bookstore, register for the textbook by going to: https://join.stukent.com/join/BDC-340

Purchase from Stukent: You can purchase the book directly from Stukent with a price of $79.99. To do this, go to the course site on Stukent at: https://join.stukent.com/join/BDC-340

You can follow step by step instructions on purchasing the book from the following link: https://stukenthelp.zendesk.com/hc/en-us/articles/360000509314-How-do-I-Pay-With-a-Credit-Card- If you run into any access issues, you can contact Stukent: support@stukent.com.

E-books to access from Rutgers Libraries: Go to the given link for each book and click on "O'Reilly, Access Model Unlimited simultaneous users" under the View Online section.

Book (Lieb): Content Marketing: Think Like a Publisher –How to Use Content to Market Online and in Social Media, Rebecca Lieb, QUE Publishing. This book provides a practical perspective for topics we will cover in this course. Rutgers Libraries link: https://bit.ly/3BXawnI

Book Chapters (Handley): Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content, Ann Hadley, Wiley. You will read a couple of chapters from this book regarding writing well (chapters 1 to 4) and storytelling (chapters 41 to 47). Rutgers Libraries link: https://bit.ly/3BKdsUQ

Book Chapter (Revella): Buyer Personas How to Gain Insight into your Customer's Expectations, Align your Marketing Strategies, and Win More Business, Adele Revella, Wiley. You will read a chapter about buyer personas (chapter 2) from this book. Rutgers Libraries link: https://bit.ly/40n5SZC

E-book (Moz): The Beginner's Guide to Content Marketing, Moz (https://moz.com/beginners-guide-to-content-marketing). This is a free e-book providing a practical guideline for content marketing strategy.

Guideline (Influence+Co): The Ultimate Guide to Effective Content Distribution (eBook), Influence+Co. The pdf will be provided on Canvas under the related module.

Canvas:

I will use Canvas extensively to post class materials, required readings, grades, and announcements. Therefore, please check Canvas each day.

All assignments must be submitted via the Canvas-Assignments page. It is your responsibility to make sure that all documents are uploaded correctly on Canvas in your submissions. **If your content does not show, I cannot give you credit, or I cannot pursue you for the correct submission**. Remember, assignment deadlines require that students submit their work via Canvas on time. Please adhere to deadlines and submit your work on time.

Rutgers email:

All official communications with students will be done using the Rutgers email address provided to you. Please forward your Rutgers email to your personal email if necessary. **Not checking your Rutgers email is not an excuse for missing any communications.**

EXAM POLICIES

There are no exams in this course.

GRADING POLICY

Assignment	Max Points	Percentage
Individual Assignments (5 assignments *4 pts)	20 points	20%
Discussion Posts (6 posts *1.5 pts)	9 points	9%
Discussion Responses (6*2 responses*1 pts)	12 points	12%
Quizzes (10 quizzes*1 pts each)	10 points	10%
Content Marketing Project-Phase I	12 points	12%
Content Marketing Project-Phase II (individually)	6 points	6%
Content Marketing Project- Phase III	19 points	19%
Content Marketing Project- Self & Peer Evaluation	4 points	4%
Participation	8 points	8%
TOTAL	100 points	100%

Your points from each component will be summed. The final course grade will be as follows.

A	90 and above
B+	84.5 - < 89.4
B	79.5 - < 84.4
C+	74.5 - < 79.4
C	69.5 - < 74.4
D	60.0 - < 69.4
F	Below 60

Individual Assignments (20%): There will be 5 assignments during the semester. Assignment instructions will be available on Canvas. All individual assignments must be completed independently and submitted via Canvas.

Discussions (9% Posts & 12% Responses). For each discussion, the discussion site will open on Tuesday and close on Monday. Since the discussions are collective work simulating in-class discussions in a virtual space, late submission is not feasible/possible.

- **Discussion Posts:** You will write your discussion posts based on the topic related questions. By doing this assignment, you'll have a chance to share your insights and opinions with your classmates.
- **Responses.** You will write two responses under each discussion. By doing this assignment, you'll have a chance to read your classmates' insights and opinions.

Quizzes (10%). After completing assigned readings each week, you will complete a quiz via Canvas. These quizzes will help you to keep yourselves on track with the material.

Digital Content Marketing Project (12% Phase I, 6% Phase II, 19% Phase III, 4%Evaluation). This project will give you an opportunity to demonstrate your understanding of digital content marketing practices for a client of your choosing. During the semester, you will plan and create content, and implement a content strategy. You will work in teams of 3-4 students. It is essential that all team members coordinate and participate in good faith with their team. As a default, all team members will receive the same grade (except for the individual parts and self-assessment and peer evaluation). However, in the unlikely event that a member(s) fails to participate in teamwork, I reserve the right to investigate the situation and adjust the grade down, including receiving zero points, for the team member(s).

Participation (8%). You'll earn points by watching lectures and attending extra discussions. You must watch lectures via VoiceThread and submit them to confirm that you watched them.

Additionally, there will be extra discussions during the course. These discussions aim to enhance your understanding of the course content and connect it to the real world. For instance, you will be sharing content marketing-related events, news, media, advertisements, connecting ideas from other classes, reporting on industry speakers or academic research, etc.

Deadlines. Unless indicated otherwise, all assignments must be turned in through Canvas by the date and time specified. Assignments delivered after the deadline will have their scores reduced by 1% of the maximum score for every hour it is overdue. Please notify me in advance if you need to make alternative arrangements.

Note that your final grade is not subject to negotiation.

ONLINE FORMAT AND SCHEDULE

This class runs from Tuesday (Day 1) to Monday (Day 7). We will start a new topic on Tuesday. You are expected to complete multiple readings during the week. All assignments, discussions, and quizzes will be due on Monday. I strongly recommend that you start working on them earlier in the week. The deadlines are strictly enforced. The class follows a rigorous schedule, and you should expect to be working at least as many hours as with a traditionally scheduled class (5-7 hours). Plan to log into Canvas at least a few times a week to complete activities for this course.

CLASS SCHEDULE (Please note that I reserve the right to make changes to this course schedule, if needed)

Module	Week of	Topic	Readings	Assignments (due Mondays)
CONTENT PLANNING				
1	1/21 & 1/28	Course Intro; Content Marketing Foundations	Stukent: Ch. 1&2 Lieb: Ch. 1 to 3 Handley: Ch. 1 to 4	Quiz 1 Discussion 1
2	2/4	Marketing Principles and Target Audience	Stukent: Ch. 3 Lieb: Ch. 4 to 7 Revella: Ch. 2	Quiz 2 Assignment 1: Buyer Persona
3	2/11	Building a Narrative	Lieb: Ch. 8&9 Handley: Ch. 41 to 47	Discussion 2 **Project: Forming teams**
4	2/18	Creating an Action Plan for Content	Lieb: Ch. 20&21 Moz: Ch. 2, 3, 6	Assignment 2: Storytelling
CONTENT CREATION				
5	2/25	Textual and Visual Content	Stukent: Ch. 4&7 Lieb: Ch. 10	Quiz 3 Discussion 3
6	3/4	Video and Audio Content	Stukent: Ch. 5&6 Lieb: Ch.10	Quiz 4 **Project: Phase I**
CONTENT DISTRIBUTION				
7	3/11	Social Media	Stukent: Ch. 9-10	Quiz 5 Discussion 4
	3/18	**SPRING BREAK**		
8	3/25	Search Engine Optimization	Stukent: Ch. 11 Lieb: Ch.11	Quiz 6 Assignment 3: Content (as a part of **Project: Phase II**)
9	4/1	Online Advertising & Email	Stukent: Ch. 12-15 Lieb: Ch. 13	Quiz 7 Discussion 5 **Project: Phase I Revisions**
10	4/8	Content Analytics	Stukent: Ch. 14 Lieb: Ch. 23 & 25 Moz: Ch. 9	Quiz 8 Assignment 4: Peer Review
11	4/15	Content in Different Contexts	Lieb: Ch.14 to 17	Assignment 5: SEO
MEASURING IMPACT				
12	4/22	Content Scheduling	Stukent: Ch. 16 Moz: Ch. 5 Influence+Co Guide	Quiz 9 Discussion 6
13	4/29	Updating Content	Stukent: Ch. 13 Lieb: Ch. 24 Moz: Ch. 10	Quiz 10
	5/5	**Project: Phase II & Phase III**		

PREPARATION POLICY

Expect me to prepare properly for each session. I expect the same of you. Complete all background reading and written assignments. Participate in weekly discussions. You cannot learn if you are not prepared.

As a student, you are expected to:

- Spend approximately 5-7 hours per week to keep up with this course material.

- Complete all assignments on time.

- Produce college-level quality writing.

- Earn your grade by actively participating in online discussions.

Acceptable and Unacceptable Use of AI

The use of generative AI tools (e.g., ChatGPT, Dall-e, etc.) is permitted in this course for the following activities:

- Brainstorming and refining your ideas

- Fine-tuning your thoughts

- Finding information on your topic

- Drafting an outline to organize your thoughts

- Checking grammar and style.

The use of generative AI tools **is not** permitted in this course for the following activities:

- Impersonating you in classroom contexts, such as by using the tool to compose discussion board prompts assigned to you.

- Completing group work that your group has assigned to you, unless it is mutually agreed upon that you may utilize the tool.

- Writing a draft of a writing assignment.

- Writing entire sentences, paragraphs or papers to complete class assignments.

You must report your use of AI tools and cite them properly in order to stay within university policies on academic honesty. Any assignment that is found to have used generative AI tools in unauthorized ways based on guidelines in this syllabus, will be subject to report of a violation of Academic Integrity and thus the appropriate adjudication. When in doubt about permitted usage, please ask for clarification. You are responsible for the information you submit based on an AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content).

COMMUNICATION POLICY

Diversity Statement

This class strives to be an inclusive community, learning from the many perspectives that come from having differing backgrounds and beliefs. As a community, we aim to be respectful to all. We reject all forms of prejudice and discrimination, including but not limited to those based on age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, and veteran status. Faculty and students are expected to commit to creating an environment that facilitates inquiry and self-expression, while also demonstrating diligence in understanding how others' viewpoints may be different from their own. Our goal as a learning community is to create a safe environment that fosters open and honest dialogue. We are all expected to contribute to creating a respectful, welcoming, and inclusive environment. To this end, classroom discussions should always be conducted in a way that shows honor, respect, and dignity to all members of the class. Moreover, disagreements should be pursued without personal attack and aggression, and instead, should be handled with grace and care. This will allow for rigorous intellectual engagement and a deeper learning experience for all.

Communication with Me

Note that during the week, from Monday until Friday, I will try reply to all e-mails within 24 hours. Please do not expect an immediate response. (If you do not hear from me within 48 hours, please re-send your email as I may have overlooked or accidentally deleted your e-mail.) Although I check my e-mails a few times daily, I may not be able to completely answer all e-mails immediately upon receiving them. Note that I may also be traveling out of town on many weekends and may not be able to respond to weekend e-mails until Monday.

Communication with Other Students

The following protocols on the codes of behavior reflect professional business norms on manners, courtesy, and respect. Even though many of you are already aware of these protocols, they are explicitly stated here so that everyone is cognizant of the same protocols.

- You should treat others as you would like others to treat yourself.
- Be mindful that what is acceptable in a text or discussion with friends may not be appropriate in a classroom or in an online conversation.
- Never send offensive and insulting messages* (this is a violation of the Student Code of Conduct). If you disagree with something, say so and state your reasons.

Pronouns
This course affirms people of all gender expressions and gender identities. Feel free to correct me on your preferred gender pronoun. If you have any questions or concerns, please do not hesitate to contact me.

Chosen Name (Preferred Name)
If you have a chosen name or preferred name other than what is listed on the roster, kindly let me know. If you would like to have your name changed within the rosters officially, go to:
https://deanofstudents.camden.rutgers.edu/chosen-name-application

ACADEMIC INTEGRITY

The Academic Integrity policy can be found at http://studentconduct.rutgers.edu/student-conduct-processes/academic-integrity/

I do NOT tolerate academic dishonesty. Rutgers University takes academic dishonesty very seriously. **Students are responsible for understanding the principles of academic integrity and abiding by them in all aspects of their work at the University.** Students are also encouraged to help educate fellow students about academic integrity and to bring all alleged violations of academic integrity they encounter to the attention of the appropriate authorities.

Academic Integrity means that you (the student) must:
- properly acknowledge and cite all use of the ideas, results, or words of others,
- properly acknowledge all contributors to a given piece of work,
- make sure that all work submitted as your own in a course activity is your own and not from someone else
- obtain all data or results by ethical means and report them accurately
- treat all other students fairly with no encouragement of academic dishonesty

Adherence to these principles is necessary in order to ensure that:
- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments
- all student work is fairly evaluated, and no student has an inappropriate advantage over others
- the academic and ethical development of all students is fostered
- the reputation of the University for integrity is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld. Violations are taken seriously and will be handled according to University policy.

CODE OF STUDENT CONDUCT

Rutgers University-Camden seeks a community that is free from violence, threats, and intimidation; is respectful of the rights, opportunities, and welfare of students, faculty, staff, and guests of the University; and does not threaten the physical or mental health or safety of members of the University community, including in classroom space.

As a student at the University, you are expected adhere to the Code of Student Conduct. To review the code, go to: https://deanofstudents.camden.rutgers.edu/student-conduct

Note that the conduct code specifically addresses disruptive classroom conduct, which means "engaging in behavior that substantially or repeatedly interrupts either the instructor's ability to teach or student learning. The classroom extends to any setting where a student is engaged in work toward academic credit or satisfaction of program-based requirements or related activities."

DISABILITY SERVICES/ACCOMMODATIONS

The University is committed to supporting the learning of all students and faculty will provide accommodations as indicated in a Letter of Accommodation issued by the Office of Disability Services (ODS). If you have already registered with ODS and have your letter of accommodations, please share this with me early in the course. If you have or think you have a disability (learning, sensory, physical, chronic health, mental health or attentional), please contact https://success.camden.rutgers.edu/disability-services

Accommodations will be provided only for students with a letter of accommodation from ODS. Their services are free and confidential. Letters only provide information about the accommodation, not about the disability or diagnosis.