



Course Syllabus:

Instructor: Mary K. Wachter, Instructional Professor of Marketing
Office: Kelce Room #223

Office Hours: **MW:** 8:30 – 9:00, 9:50 – 11:00, 11:50 - 12:10
TTH: 8:30 – 9:30, 10:45 – 11:15
Or by appointment

Email: mwachter@pittstate.edu
Phone: 620-235-4535

Textbook

No textbook is required for this course.

Course Description

This course is an overview of marketing and promotional strategies related to branding and content marketing. Topics include the fundamentals of branding, the development and evolution of a brand, brand positioning, and the creation of an effective content marketing strategy.

Prerequisite

Principles of Marketing MKTG 330

Course Objectives / Learning Outcomes

1. Describe and apply fundamentals of branding concepts to case studies.
2. Explain and analyze the brand building and brand positioning processes and their roles in a product's marketing plan.
3. Explain and apply concepts of content marketing strategy and how it relates to the overall marketing strategy of a brand.
4. Compose brand strategy proposals and content marketing strategy proposals.
5. Critique and assess brand and content marketing campaigns.
6. Create brand marketing campaigns and content marketing campaigns for case studies and special projects.

Course Outline

This is a TENTATIVE schedule. The exact dates of the exams may be changed depending on the pace we move through the material. However, advanced notice will be given in the event of any change to the schedule.

Module 1: January 17 – March 7

BRAND BASICS



Course Syllabus:

Branding and Content Marketing
MKTG 490 - 01
MKTG 821-02
Kelce Room #210
TTH, 9:30 - 10:45, Spring 2023

EXAM 1: Tuesday, March 7

Module 2: March 9 – April 11

THE BRANDING PROCESS
EXAM 2: Tuesday, April 11

Module 3: April 13 – May 4

CONTENT MARKETING
The exam for this unit will be the Hubspot Content Marketing Certification course “Final Exam”. The deadline to pass this exam and submit your certification documentation for credit is May 11, 9:30 a.m. (Finals Week).

Teaching Methods

Lecture: Lectures will follow the Powerpoint slides. The instructor will add material to class lectures through in-class examples. Anything discussed in class is testable material. Take good lecture notes.

Class Exercises and Discussions: There will be multiple in-class exercises that will require small group and class discussion. Students will be expected to actively participate in all class exercises.

Powerpoint Slides: Class lectures utilize Powerpoint slides. You can download the Powerpoint slide deck for each module through CANVAS. The slide decks provide a general outline of material, definitions of terms, and examples. However, these slides do not contain all lecture material you will need to prepare for the exams. You will need to take additional notes!

Collaborative Work: Student teams will be created at the beginning of the semester. There will be several team assignments throughout the semester. The collaborative work is intended to enhance and apply course concepts.

Content Marketing Certification: A requirement for this course is the completion of a *Hubspot Academy* course called “Content Marketing”. This online activity will take approximately 8.5 hours to complete. At the end of the course, you will earn a Content Marketing Certification.

Canvas

This course is listed in the CANVAS Learning Management Suite for Pittsburg State University. You may access this system from the PSU Home Page. Please refer to the course site often, especially if you must miss class. Information regarding upcoming assignments, quizzes, due dates, etc. will be posted on Canvas. You can also find all course documents, assignments, and Powerpoint slide decks at this course listing.

Attendance Policy

Regular class attendance is important to succeed in this course. There will be numerous assignments and group activities that will take place during class time. You must be present in class to earn the points associated with these assignments. If you must miss class, you must inform the



instructor **BEFORE** the missed class period and provide a reason for your absence. Excused absences will be considered on a case-by-case basis. Refer to the section "**Makeup Policy**" later in this syllabus for the policies to follow for makeup work.

Class time will be provided for students to work on team projects. Individual grades for team projects are based on the quality of the project and the student's contribution to the project. If a student misses class when time is provided to work on team projects, this will negatively impact the student's individual grade on the team project.

If you must miss class, it is your responsibility to obtain any information regarding upcoming assignments, quizzes, due dates, etc. It is also your responsibility to obtain material, lecture notes, etc. so that you will be caught up with class upon your return. The instructor will **NOT** provide lecture notes or review material to students who miss class. You should obtain this information from a fellow student.

The instructor reserves the right to drop a student from the class for excessive absences.

Classroom Conduct

This course will involve many in-class discussions, group presentations, and possibly guest speakers. Students are expected to conduct themselves in a professional manner. Students are also expected to treat fellow classmates, guest speakers, and the professor with respect and courtesy. The professor reserves the right to deduct attendance points if a student fails to meet this expectation. In severe cases, the student will be asked to leave class and/or be dropped from the course.

Academic Integrity

For all assignments, quizzes, and exams, students must work **ALONE**. A student will be in violation of the Academic Integrity Policy:

- If students appear to be working together
- If a student makes their work available to another student for "help" or copying purposes
- If a student uses another student's work to help them complete their work
- If students provide course materials or course work to other students.

Any of the above situations will result in the student(s) receiving an "F" for the assignment/quiz/exam, an "F" for the semester, and/or an "XF" (indicating academic dishonesty on a transcript) for the course.

Students are also forbidden to obtain answers or "help" from external sites such as Chegg, CourseHero, Quizlet, ChatGPT, etc. The use of these types of sites as well as any type of "plagiarism" — the use of another's work without citation or attribution -- is forbidden, and will result in an F for the work, an F for the semester, and/or an XF (indicating academic dishonesty on a transcript) for the semester.

Academic honesty is fundamental to the activities and principles of a university. The work you submit should be **YOURS!** This is, after all, YOUR education. Any effort to gain an advantage not given to all students is dishonest regardless of the success or failure of the effort. Following



KELCE
COLLEGE OF BUSINESS
Pittsburg State University

Course Syllabus:

Branding and Content Marketing
MKTG 490 - 01
MKTG 821-02
Kelce Room #210
TTH, 9:30 - 10:45, Spring 2023

University guidelines in response to academic dishonesty, the instructor will reward dishonesty with an F for the work, an F for the semester, and/or an XF (indicating academic dishonesty on a transcript) for the semester.

All Pitt State students are bound by the academic integrity policies of the university as described and outlined in the current Syllabus Supplement. Please familiarize yourself with these rules and guidelines. In addition, as a course offered through the Kelce College of Business, students in this class are obligated to adhere to the college's Student Code of Ethics as outlined below.

Students pledge to:

- Arrive on time, remain until dismissed at all class sessions, and notify instructors in advance of anticipated absences, late arrivals, or early departures whenever possible.
- Turn off cell phones or other electronic devices while in class, unless permission to use them has been granted.
- Refrain from class disturbances.
- Refrain from use of profane or vulgar language in a threatening or disruptive manner.
- Treat fellow students, staff, faculty, administrators, and property with respect.
- Refrain from giving or receiving inappropriate assistance.
- Prepare assignment and exams honestly, refraining from such unacceptable conduct as plagiarism or unacknowledged appropriation of another's work in any academic work.
- Obey the policies, regulations, and laws of the United States of America, the State of Kansas, The Kansas Board of Regents, Pittsburg State University, and the Gladys A. Kelce College of Business.
- If a student observes someone committing dishonesty in connection with academic work, the student is encouraged to report that dishonesty to the appropriate individual (ex, faculty member, or administrator).

Students with Disabilities

Please inform the instructor if you have a learning or physical disability that interferes with course requirements. Assistance and/or appropriate accommodations may be available through the contacts listed on the current [Syllabus Supplement](#)

Course Evaluation Methods

COURSE WORK	POINTS POSSIBLE
Individual Assignments:	
• Syllabus Quiz	10
• Elevator Pitch	10
• Exam 1	100
• Exam 2	100
• Brand Up/Brand Down Assignments	140
• Brand Storytelling Paper	20
• The Golden Circle	20
• Author Bio Assignment	20
• Blog Post Assignment	50
• Creative Brief	75
• Content Marketing Certification*	140
• Other Individual Assignments, In-Class Exercises, Homework**	100 - 150
Collaborative Projects and Assignments***	225 - 300

***Content Marketing Certification:** The certification course is divided into 6 modules for purposes of this class. Quizzes over each module will be submitted. The quizzes are to be taken in Canvas. Each quiz is worth 15 points. The Final Exam over the Certification Course will be taken in Hubspot. Students will receive a certification in Content Marketing upon the successful completion of this exam. The certificate will be uploaded to Canvas for 50 points possible. This certification exam will also serve as the Final Exam for this class.

****In Class Exercises and Homework:** Class attendance is required for the in-class exercises. The number of exercises and homework assignments and the points available vary, but it is estimated that this will add approximately 100 - 150 points towards your course grade.

*****Collaborative Projects and Assignments:** Student teams will be created at the beginning of the semester. There will be several team assignments and projects throughout the semester. The collaborative work is intended to enhance and apply course concepts. The number of team projects and assignments and the points available will vary, but it is estimated that this will add approximately 225 – 300 points towards your course grade.

Grading Scale: The following scale will be used to determine final course grades:

- 91%-100% of total points possible = A
- 81%-90% of total points possible = B
- 71-80% of total points possible = C



Course Syllabus:

Branding and Content Marketing
MKTG 490 - 01
MKTG 821-02
Kelce Room #210
TTH, 9:30 - 10:45, Spring 2023

61-70% of total points possible = D
60% and below of total points possible = F

MAKE-UP POLICY:

- **1.** If you must miss an assignment or an exam **due to illness**, you may make up the work only if the following conditions are met:
 - Notify the instructor of your illness **BEFORE** the exam, quiz or assignment due date.
 - Provide the instructor with an explanation of your illness written by your medical doctor or Student Health Services.
- **2.** If you must miss an assignment or an exam **due to other reasons besides illness** (i.e. work, family emergency, school activities, etc.), it is up to the discretion of the instructor as to whether or not you will be allowed to make up the work. You **MUST** contact the instructor **BEFORE** the exam, quiz, or assignment due date to gain permission to make up the work. Failure to notify the instructor **BEFORE** the due date will result in a missed opportunity to make up the work.
- **3.** In the event that you do not follow the guidelines stated above, you may be allowed to make up the work but a grade penalty will be assessed. Standard deductions are as follows:
 - For **EXAMS**, 10% grade deduction for each day (24 hours) past the original date of the exam
 - FOR **ASSIGNMENTS**: 50% grade deduction for each day (24 hours) past the original due date of an assignment or quiz
- **4.** All exams must be taken **within 48 hours** of the regularly scheduled test. After 48 hours, a zero will be recorded for the test score.

Contact by email is acceptable but until you receive a reply to your email, do not assume that your request has been approved.

NOTE: This makeup policy is unique to THIS class. Each class and each instructor may have different guidelines for you to follow.

Note

The instructor reserves the right to amend and to reorganize this syllabus at any time.

