

## CONTENT MARKETING, 5 ECTS, (5.8.–23.8.2019)

*Dr. Bernhard Kölmel, Germany*



See his brief CV below the course description

### Learning outcomes

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

1. Outline and apply the principles of content marketing within a marketing strategy
2. Define an organization's content niche in the domain of wellbeing management
3. Develop compelling content for specific audiences (including the basic knowledge about a collection of software used for graphic design, video editing, web development, photography etc.)
4. Develop a content marketing plan and apply the holistic lifecycle of creating relevant and compelling content
5. Use content marketing strategies, tactics, and best practices to produce fetching content
6. Strategically market content to target audiences
7. Apply the knowledge in the domain of wellbeing management.

### Content

Content marketing is a strategic marketing and business process focused on creating and distributing valuable, relevant, and consistent content. 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, and ultimately driving the organization's profitability. In this marketing domain, content can be in the form of articles, infographics, social media posts, blogs, or videos. Content marketing differs from other types of marketing because its primary goal is to engage audiences. Content Marketing focuses on building authority, amplifying a message, acquiring, and retaining an intended audience. This content is meant to attract and retain a clearly defined audience and, it encompasses all marketing formats that involve creation and sharing of content in order to acquire and engage customers.

### Assessment

Students will be assessed on both individual and group assignments. Individually, students will provide responses to readings and complete in-class exercises. Students will display an ability to access and analyze data, report facts accurately, and research and edit information in a manner commensurate with professional standards. In groups, students will develop a content marketing plan and content pieces.

1. Participation/Attendance: Participation is key to this class. We will discuss many issues related to strategic content marketing, based both on the readings and on current events. Moreover, students will work in small teams to develop a content marketing portfolio.
2. In-class Exercises: These will vary depending on class topic, but generally students will have to turn something in and/or present it at the end of each class period. Occasionally students will be asked to bring in examples for the in-class exercises.
3. Graded Assignments: Students will work throughout the semester on graded



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4. assignments 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.
5. Final Group Content Marketing Portfolio: This will be a compilation of the students graded assignments, incorporating feedback, presented as a final portfolio. This will include a final presentation to the class.

Final course grades will be assessed based on students' performance in the following areas:

	% of Final Grade
Participation/Attendance	10%
In-class Exercises	20%
Reading Responses	10%
Graded Assignments	20%
Final Group Content Marketing Portfolio and Presentation	40%
Total	100%

Final course grades will be assigned as follows:

Grade	5 <i>excellent</i>	4	3	2	1 <i>satisfactory</i>
Grade	A / A-	B+ to B-	C+ to C-	D+ to D-	F
Points	100 - 90	89 - 80	79 - 70	69 - 60	below 60

## Prior know-how and skills

Basics of marketing

## Co-requisites

No additional related studies

## A brief cv of the lecturer

“Bernhard Kölmel holds the Chair of Global Process Management at the University of Pforzheim since 2012. He is Vice-President of the Institute of Smart Systems and Services (IoS<sup>3</sup>) with research focus on Digital Disruption/Transformation, Process Management and Product Service Systems with its connected Customer Centric Business Models and Marketing Concepts. He is responsible for quality management at the university and coordinates the national and international accreditation (AACSB). Bernhard is on the university council and member of the supervisory board or chairman of several industrial companies.

Bernhard has published more than 100 peer reviewed articles and book chapters in the discipline's leading international journals and conferences.

He is also an expert in future technologies for German ministries, the European Commission (i.e. H2020, Marie Curie) and the European Institute of Innovation and Technology. Bernhard has held senior positions in industry for more than 20 years and has worked on start-up initiatives both in Europe and in Silicon Valley.”