

Valid from 2024.HS

Module description: Content Marketing	
Module Code	w.MA.XX.COM.23HS
ECTS Credits	3
Language of Instruction/Examination	English
Module Description	<p>The Content Marketing module is a meticulously crafted educational experience aimed at empowering students with the acumen to navigate the nuanced domain of content marketing. Within this course, students will explore the intersection of content creation and strategic distribution, all while engaging with the foundational elements that constitute the attention economy. The module equips learners with theoretical insights and practical tools to craft compelling narratives that resonate with target audiences, drive engagement, and bolster brand loyalty. As part of the Business Administration specialization in Marketing, this module emphasizes a hands-on approach, preparing students to meet the demands of an ever-evolving digital marketing environment. Through immersive study and application, students will be adept at curating content that stands out in a saturated marketplace, fostering connections that propel business objectives forward. The module's comprehensive content is structured across six interrelated components: Introduction, Strategize + Ideate, Plan, Design + Create, Publish + Distribute, and Evaluate + Maintain. This progression ensures a deep understanding of the end-to-end content marketing process. A blend of lectures, interactive instruction, and practical exercises facilitates learning, supported by case studies and digital resources including readers, teaching videos, and materials. Individual, pair, and group work are employed to foster a collaborative learning environment, encouraging the application of theoretical concepts to real-world scenarios. The module culminates in an oral presentation (during the semester) and a written exam (during the exam period of the semester), encouraging students to demonstrate their understanding and application of content marketing principles both theoretically and in practice.</p>
Organizational Unit	W Institut für Marketing Management
Module Coordinator	Valerio Stallone
Program and Specialization	<ul style="list-style-type: none"> • Business Administration - Specialization in Marketing
Legal Framework	Academic Regulations MSc in Business Administration dated by 04.06.2009, Appendix to the Academic Regulations for the degree program in Business Administration (Marketing), first adopted on 07.11.2008
Module Category	Module Type Compulsory Elective
Prerequisite Knowledge	<ul style="list-style-type: none"> • Digital marketing basics • Marketing communication basics
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> • Professional Competence • Methodological Competence • Social Competence • Self-Competence

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Contribution to Program Learning Objectives	<p>Professional Competence</p> <ul style="list-style-type: none"> • Knowing and Understanding Content of Theoretical and Practical Relevance • Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance • Evaluate Content of Theoretical and Practical Relevance <p>Methodological Competence</p> <ul style="list-style-type: none"> • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <ul style="list-style-type: none"> • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change 		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> • Remember - list and define key content marketing terms and concepts. • Understand - explain the role of content marketing within the broader context of digital marketing and the attention economy. • Apply - create a basic content marketing plan for a given product or service, incorporating elements such as target audience, content formats, and distribution channels. • Apply - implement advanced content personalization methods to enhance content visibility and user engagement. • Analyze - examine and critique a range of content marketing strategies to identify strengths and weaknesses in relation to industry best practices. • Evaluate - conduct a comprehensive audit of an existing content marketing strategy, identifying areas for improvement and providing actionable feedback. • Evaluate - assess the effectiveness of content marketing campaigns using KPIs and ROI measures, and propose optimizations based on data insights. • Create - design an innovative content marketing campaign for a pre-defined initiative. • Create - develop a sophisticated content repurposing workflow that maximizes content reach and lifespan, with a specific focus on sustainability and the circular economy. 		
Module Content	<ul style="list-style-type: none"> • Introduction: Setting the stage for mastering the content • Strategize + Ideate: Crafting the blueprint of content vision • Plan: Laying the groundwork for content impact • Design + Create: Bringing content to life through creation • Publish + Distribute: Propelling content into the digital arena • Evaluate + Maintain: Measuring success and ensuring content longevity 		
Links to other modules	<p>This module is linked to the following modules:</p>		
Digital Learning Resources	<ul style="list-style-type: none"> • Reader • Teaching Videos • Teaching Materials • Multiple Choice Tests 		
Methods of Instruction	<table border="0"> <tr> <td data-bbox="485 1619 970 1727"> <ul style="list-style-type: none"> • Interactive Instruction • Lecture • Exercises </td> <td data-bbox="978 1619 1461 1727"> <p>Social Settings Used:</p> <ul style="list-style-type: none"> • Individual Work • Pair Work • Group Work </td> </tr> </table>	<ul style="list-style-type: none"> • Interactive Instruction • Lecture • Exercises 	<p>Social Settings Used:</p> <ul style="list-style-type: none"> • Individual Work • Pair Work • Group Work
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Type of Instruction		Classroom Instruction	Guided Self-Study	Autonomous Self-Study
	Lecture	20 h	8 h	
	Excercise	8 h	14 h	
	Project Work	-	-	
	Seminar	-	-	
	Total	28 h	22 h	40 h

Performance Assessment	End-of-module exam	Form	Length (min.)	Weighting
	Written exam	closed book	90	75
	Permitted Resources	No calculator	With dictionary	

Performance Assessment	Others	Assessment	Length (min.)	Weighting
	Talk/oral presentation	Grade	10	25

Classroom Attendance Requirement	Other Necessary when there are guest speakers and for group work presentations (one's own and others)
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Compulsory Reading	<ul style="list-style-type: none"> Hörner, T. (2023). Advertising Impact and Controlling in Content Marketing. Springer Nature. ISBN 978-3-658-40551-9. https://link.springer.com/book/10.1007/978-3-658-40551-9.
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Recommended Reading	
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Comments	
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