



### **Course Description**

#### **MAR2703 | Marketing Content, Branding and Strategy | 3.00 credits**

This course provides an introduction into branding and content strategy. Students will explore concepts, such as: integrated marketing communications, consumer psychology, buying motivations, appropriate content, branding, and marketing strategy as it relates to digital marketing. Students will have the opportunity to practice their writing and communication skills in the development of digital marketing content.

### **Course Competencies:**

**Competency 1:** The student will develop an integrated marketing communications strategy by:

1. Analyzing and assessing communication plans and brand touch points to ensure integration
2. Aligning the communications strategy to the mission and the brand objectives
3. Utilizing marketing research to develop digital marketing personas that represent a variety of target markets
4. Identifying key consumer insights to develop compelling digital marketing content aligned with the brand strategy
5. Evaluating the strategic, ethical, and legal issues related to marketing content creation

**Competency 2:** The student will demonstrate how marketers extend strong brand identities onto digital platforms by:

1. Analyzing and assessing the strength of a brand
2. Identifying the buying motivations and consumer psychology of online customers
3. Developing relevant digital marketing content incorporating online customers' buying motivations and consumer psychology
4. Applying storytelling and visual design best practices to create digital marketing collateral
5. Utilizing content management software to create digital marketing campaigns

**Competency 3:** The student will create and communicate effective content strategy by:

1. Applying content marketing best practices to create and share online marketing materials
2. Constructing digital marketing content that aligns with a brand and its target audiences for primary marketing channels
3. Utilizing user-generated content to enhance customer relationships

**Competency 4:** The student will describe the different means of monitoring, measuring, and managing marketing content by:

1. Electing appropriate measurement methods to track the success of a digital marketing campaign
2. Applying business analytics and search engine optimization strategies to enhance message success
3. Calculating an ad's return on marketing investment

### **Learning Outcomes:**

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning