Due to the changing nature of the COVID-19 pandemic, please note that the instructor may need to make modifications to the course syllabus and may do so at any time. Notice of such changes will be announced as quickly as possible through (specify how students will be notified of changes).

Course:	**DIGM 2357: Content Strategy and Development**

Instructor:	Prof. Monika Alters
Email:	malters@uh.edu
Phone:	713-743-4077
Website:	http://uh.edu/tech/digitalmedia/
LinkedIn:	https://www.linkedin.com/in/monikajalters/
Office:	Virtual via Ms Teams
Office Hours:	By Appointment
	Preferred days & times: MON, 1:30-3:00 PM, TUE & TH 11-NOON

Lecture:	Section 19143	ONLINE (via Blackboard)	
Lab:	Section 19145	TUE	2:00-5:00 PM (face-to-face, 300 AMG)
	Section 19146	WED	2:00-5:00 PM (face-to-face, 300 AMG)
	Section 19147	TH	2:00-5:00 PM (face-to-face, 205 SAB)

Only attend the lab for which you signed up.

Prerequisites:	A grade of C or higher in DIGM 1350 and 1376.
Course Description:	Developing a content strategy from a brand perspective. Digital workflows for multi-touch, multichannel campaigns using personalized communications software.
Course Objectives:	After completion of this course, students will be able to:

- conduct a competitor research;
- write a positioning statement;
- construct marketing and content plans;
- analyze customer data;
- set up measurable objectives;
- define key performance indicators;
- develop personas for audience development;
- write a client brief for the project;
- set up a personalized workflow for a multichannel campaign;
- plan and develop a personalized marketing strategy for email;
- create a targeted email and social media campaign; and
- provide ways to track and analyze social media content

Required Textbook: McDonald. J. 2020 (or newer). The Social Media Marketing Workbook: How to Use Social Media for Business. ISBN: 978-1539598145
https://tinyurl.com/zv2pdjeb

Recommended Textbooks: 1.) Sheridan, Marcus. 2017. They Ask, You Answer. Wiley, New Jersey. ISBN: 978-1119312970 https://amzn.to/2X9QrTw

2.) The Content Promotion Manifesto: Getting the Most Out of Your Content Marketing. By Chad Pollitt (Free PDF): https://bit.ly/2DeXqn7

Required Software:
- Adobe Creative Cloud subscription.
- Microsoft Office.
- Microsoft Teams

Required Tools:
- Laptop
- Fast Internet connection

Suggested Tools: Additional external monitor

Required Resources:
1.) Beginners Guide to Content Marketing: https://bit.ly/2XakfzB
2.) Beginners Guide to Social Media: https://bit.ly/33b8TPq
3.) No Words Wasted: A guide to Creating Focused Content
   https://bit.ly/39O7csI

Resources for online learning: The University of Houston is committed to student success, and provides information to optimize the online learning experience through our Power-On website. Please visit this website for a comprehensive set of resources, tools, and tips including: obtaining access to the internet, AccessUH, and Blackboard; requesting a laptop through the Laptop Loaner Program; using your smartphone as a webcam; and downloading Microsoft Office 365 at no cost. For questions or assistance contact UHOnline@uh.edu.

Important Information: As a student of the University of Houston, information available at http://www.uh.edu/provost/students/ will be critical to you in insuring that your academic pursuits meet with success and that you encounter the fewest financial and academic difficulties possible. Please take a few moments to review each of the areas, and become familiar with the resources detailed on the website with regard to: The UH Academic Honesty Policy: the UH Academic Calendar; Students with Disabilities; Religious Holy Day FAQs; Other Information.

UH Email: Email communications related to this course will be sent to your Cougarnet email account which each University of Houston student receives. The Exchange mail server can be accessed via Outlook, which provides a single location for organizing and managing day-to-day information, from email and calendars to contacts and task lists. Exchange email accounts can be accessed by logging into Office 365 with your Cougarnet credentials or through Acccess UH. They can also be configured on IOS and Android mobile devices. Additional assistance can be found at the Get Help page.

Email to Professor: According to the UH Policy, only emails sent from your cougarnet account will be checked.

If you email Prof. Alters, please include the course number, the lab time, and your name in the Subject Line (eg.,"DIGM 2357 TUE 2-5PM, Your Name, Subject...."). **Emails that don't include the correct subject line may not be answered.**

Professor Alters truly want to speak with you, to assist you, to help make you successful. However, there are parameters as to what you can expect. **In particular, communications of any kind (e-mail, voice mails, or texts) sent to your professors outside of business hours may be not be answered until the next business day. This is particularly true on weekends**.

Facebook: Please "like" the UH Digital Media Program page to receive notifications about events, jobs, and internships: https://www.facebook.com/UHDIGM .

Student Showcase: All Digital Media students are encouraged to post their best work on our site's Student Showcase. Entries can be in any Digital Media field and from any Digital Media course. Please go to *http://www.uh.edu/tech/digitalmedia/showcase/explore/* click the "submit your work" link on the left side of the page, complete the Student Showcase Submit Form, and upload your project. Please note that for us to approve your posting, and make it visible on the web, we must have on file for you a UH Content Release Form, which can be downloaded from the Student Showcase Submit Form.

Face Covering Policy: To reduce the spread of COVID-19, the University strongly encourages everyone (vaccinated or not) to wear face coverings indoors on campus including classrooms for both faculty and students. For additional information on the use of face coverings, please see Face Covering FAQs.

Required Health Assessment: Your presence in class each session means that you have completed a daily self-assessment of your health/exposure and you:

- Are NOT exhibiting any Coronavirus Symptoms
- Have NOT tested positive for COVID-19
- Have NOT knowingly been exposed to someone with COVID-19 or suspected/presumed COVID-19

If you are experiencing any COVID-19 symptoms that are not clearly related to a pre-existing medical condition, do not come to class. Please see COVID-19 Diagnosis/Symptoms Protocols for what to do if you experience symptoms and Potential Exposure to Coronavirus for what to do if you have potentially been exposed to COVID-19. Consult the (select: Undergraduate Excused Absence Policy or Graduate Excused Absence Policy) for information regarding excused absences due to medical reasons.

Course Credit   This course is divided into lecture/lab and is governed by the University of Houston policy as well as policies of the accrediting bodies. Lecture is taught online via Blackboard and lab meetings are taught face-to-face at the UH Sugar land campus. Students should understand that each hour of class credit requires three hours per week: one hour in lecture and two hours personal study/homework. Thus, during a regular semester a three-hour course requires a minimum of nine hours per week: three in class and six on your own. Some weeks may require more hours.

Grading:	Participation & Discussion. 10%
	Exams (midterm 5%, final 5%). 10%
	Assignments 40%
	Project 1: Client Brief & Personas. 20%
	Project 2: Content Marketing 20%

Letter Grades:

A	94-100	A-	90-93				
B+	87-89	B	84-86	B-	80-83		
C+	77-79	C	74-76	C-	70-73		
D+	67-69	D	64-66	D-	60-63	F: 59 and below	

Grading Policy:

The Information & Logistics Technology Department strives to create the proper academic conditions for student success. Course content, technical skill development, professional practice in education, and program accreditation by professional organizations support using minimum grade or GPA requirements to enforce a program prerequisite structure. This practice, in turn, supports student success. Thus, course prerequisites are strictly enforced in all ILT Department courses.

The UH Interim Grading Policy applicable for 2020 and Spring 2021 explicitly stated that a program, department, or college may enforce a prerequisite or minimum GPA policy. Therefore, it is the policy of the ILT Department that the Catalog prerequisite structure and associated minimum grade or GPA requirements for its programs and courses be enforced for previous semester grades that lead into Fall 2021 and beyond. This means that, even when Satisfactory (S) was the reported grade in Fall 2020 or Spring 2021, the letter grade assigned by the instructor determines whether the student has met the prerequisites for a future course. This helps to ensure students have the correct levels of knowledge to advance in the program and to prevent poor student outcomes in courses due to lack of prerequisite knowledge.

Lecture:

All weekly lectures, course assignments, exams, and grades will be posted on Blackboard. **Students must be familiar with a given lecture prior to the lab**. The online lecture materials will be crucial in completing your lab work effectively and efficiently. Lectures will be posted by **Saturday, 8 AM**, prior to the lab meeting.

Lab:

The lab will be taught in-person at the UHSL. Lab Attendance will be mandatory.

Recording of Class:

Students may not record all or part of class, livestream all or part of class, or make/distribute screen captures, without advanced written consent of the instructor. If you have or think you may have a disability such that you need to record class-related activities, please contact the Center for Students with DisABILITIES. If you have an accommodation to record class-related activities, those recordings may not be shared with any other student, whether in this course or not, or with any other person or on any other platform. Classes may be recorded by the instructor. Students may use instructor's recordings for their own studying and notetaking. Instructor's recordings are not authorized to be shared with anyone without the prior written approval of the instructor. Failure to comply with requirements regarding recordings will result in a disciplinary referral to the Dean of Students Office and may result in disciplinary action.

Etiquette:	Student Code of Conduct is in place: be courteous and respectful, and be mindful of any misconduct https://uh.edu/dos/behavior-conduct/student-code-of-conduct/

Class Problems: Occasionally, there problems or concerns arise about the course you are taking. The ILT Department expects that you communicate with the course instructor about problems and concerns, first.

If problems or concerns cannot be resolved with the instructor, the next appropriate course of action is to contact the program coordinator, (Prof. Bret Detillier for CIS, Dr. Jerry Waite for DIGM, Professor Brian Mehring for TLIM). If the situation is still not resolved, contact the ILT Department Chair, Dr. Amaury Lendasse, to communicate your problems or concerns.

Attendance & Participation Attendance in all lab sessions is expected. You not only need to attend, but also you will be expected to participate in a discussion. Discussion questions will be asked during random times at each lab meeting. All students need to be prepared (review the specific weekly lecture/lesson prior to the lab meeting) to answer them.

There will be a grade penalty for all absences. In other words, there is no such thing as an excused absence. Be on time for class sessions. Tardies of more than 10 minutes count as 1/2 an absence. You may only accumulate three total absences. You may be dropped after the fourth absence. Look at it this way: there is no way to make up any class that you miss. Notes from friends or textbook readings are no substitute for actually being present in class. Here's another thought: you and the taxpayers of the State of Texas are paying Your professor to be present in the DIGM 2357 class. Why pay money for something you don't take? Another notion: attending class is like attending a live concert. If you show up late, the artist will not repeat the performance you missed.

Exams: There will be two exams given—a midterm and a final. The midterm will cover all module material covered up to the exam. The final will cover all module material covered after the midterm. Exams will be administrated online via Blackboard. Exam dates are posted in the schedule.

Web Browser: Do not use Safari or Chrome for exams. If you do, you will get answers wrong on exams or have issues submitting your test. Since you have been told not to use this browser, your professor will have no sympathy for you when you get poor grades on your exam.

Assignments: There will be a number of group assignments given to students in the lab to complete and submit each week. The assignments will be designed to familiarize students with the content covered that specific week. You will need to use the required books and online lectures to complete your assignments. You will also need to follow the instructor's demo when applicable.

Assignments will due by **Sunday, 11:59PM** after the assigned date.

Projects: There will be two group projects assigned during the semester to in-depth assess students' skill level and knowledge of the discussed topic.

Students will create their own Digital Media company for which they would have to conduct persona research and interviews, create brand style guides, and develop a content marketing campaign.

Projects due dates are listed in the schedule. Detailed instructions would be provided at a later date.

Project 1: Client Briefs and Personas
Write a client brief and develop a persona for a specific industry. Details of the project will be given at a later date.

Project 2: Content Strategy & Marketing
Develop a content strategy personalized workflow that targets your personas (Project 1). Also, create marketing campaign that communicates your brand story and your personas preferences for print, web (i.e. blog), email, and social media.

Teams:
Teams will be selected during the first week of classes. Each team will need to choose a leader, who will oversee the group and communicate with the professor. There should be four members to a team, unless otherwise decided and approved by the professor.

Extra credit: Overall course extra credit may be earned through participation in the University of Houston chapter of the Graphic Communications Education Association (GCEAUH). Students who join GCEAUH and attend a minimum of three association meetings will earn three points extra credit on their final grades. GCEAUH officers will receive five points of extra credit on their final grade.

Work Submission: Work will be due via Blackboard, unless otherwise specified. It is your responsibility to double-check if your work was submitted correctly.

Late Assignments: Treat each assignment and project as a real-work scenario, where deadlines need to be met. Thus, late work is "yesterday's news." In keeping with this idea, assignments must be turned in as scheduled.

No late work will be accepted! **If your work is not submitted by the due date, it will be considered late and it will not be graded.**

Missed Classes: If you are absent on the due date, the assignment will still be late and will not accepted. You must make arrangements to accommodate your absence whether excused or unexcused. **Do not email your work! Emailed work will not be graded.**

Course Policies: The use of the Digital Media Laboratory is a privilege afforded to those who pay Incidental Fees to maintain the lab and respect it and its contents. Please adhere to the following rules:
- No talking on the phone or texting
- No disruptive behavior, such as unreasonable demands for attention or not complying with the instructor's direction (Detailed information can be

found at: *https://www.uh.edu/dos/behavior-conduct/disruptive-students/*)
- No profanity, obscenity, and vulgarity
- No talking unless the instructor asks a question

Excused Absence Policy: Regular class attendance, participation, and engagement in coursework are important contributors to student success. Absences may be excused as provided in the University of Houston Undergraduate Excused Absence Policy and Graduate Excused Absence Policy for reasons including: medical illness of student or close relative, death of a close family member, legal or government proceeding that a student is obligated to attend, recognized professional and educational activities where the student is presenting, and University-sponsored activity or athletic competition. Additional policies address absences related to military service, religious holy days, pregnancy and related conditions, and disability.

Expectations: Students in this course are expected to be capable and motivated professionals. No such student should be content with a grade less than "B".
Please provide the attention, motivation and effort necessary to reach this grade expectation.

                     Minimum effort = minimum grade
                     Maximum effort = maximum grade

Honors Code Statement: Other opportunities for extra credit might be provided during the lab.
Students may be asked to sign an honor code statement as part of their submission of any graded work including but not limited to projects, quizzes, and exams: "I understand and agree to abide by the provisions in the (select: University of Houston Undergraduate Academic Honesty Policy, University of Houston Graduate Academic Honesty Policy). I understand that academic honesty is taken very seriously and, in the cases of violations, penalties may include suspension or expulsion from the University of Houston."

Academic Honesty: Cheating, plagiarism, and any other dishonest conduct will not be tolerated and appropriate action will be taken. Please refer to the student handbook for more information. Please see the UH website for more information: *http://www.uh.edu/provost/policies-resources/honesty/*

Adds/Drops: Please refer to the University's Undergraduate Catalog and the Schedule of Classes for the appropriate add/drop dates and procedures.

Incompletes: An "incomplete" grade will only be issued if the student is maintaining an acceptable level of achievement and cannot, due to some factor beyond his/her control, complete one or more major assignment. If a student wishes an "incomplete", he/she must explain the situation to the instructor in advance and make specific arrangements to complete the missing work no later than one year from the date the grade is given.

COVID-19 Information: Students are encouraged to visit the University's COVID-19 website for important information including on-campus testing, vaccines, diagnosis and symptom protocols, campus cleaning and safety practices, report forms, and positive cases on campus. Please check the website throughout the semester for updates.

Vaccinations: Data suggests that vaccination remains the best intervention for reliable protection against COVID-19. Students are asked to familiarize themselves with pertinent vaccine information, and consult with their health care provider. The University strongly encourages all students, faculty and staff to be vaccinated.

Reasonable Academic Adjustments/Auxiliary Aids: The University of Houston complies with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, pertaining to the provision of reasonable academic adjustments/auxiliary aids for disabled students. In accordance with Section 504 and ADA guidelines, UH strives to provide reasonable academic adjustments/auxiliary aids to students who request and require them. If you believe that you have a disability requiring an academic adjustments/auxiliary aid, please contact the Justin Dart Jr. Student Accessibility Center (formerly the Justin Dart, Jr. Center for Students with DisABILITIES).

UH CAPS Statement: Counseling and Psychological Services (CAPS) can help students who are having difficulties managing stress, adjusting to college, or feeling sad and hopeless. You can reach CAPS (www.uh.edu/caps) by calling 713-743-5454 during and after business hours for routine appointments or if you or someone you know is in crisis. No appointment is necessary for the "Let's Talk" program, a drop-in consultation service at convenient locations and hours around campus. https://uh.edu/caps/outreach/lets-talk/index.php#hours

Graduate/Professional Colleges: Counseling and Psychological Services (CAPS) can help students who are having difficulties managing stress, adjusting to the demands of a professional program, or feeling sad and hopeless. You can reach CAPS (www.uh.edu/caps) by calling 713-743-5454 during and after business hours for routine appointments or if you or someone you know is in crisis. No appointment is necessary for the "Let's Talk" program, a drop-in consultation service at convenient locations and hours around campus. https://uh.edu/caps/outreach/lets-talk/index.php#hours

UH Sugar Land: Counseling and Psychological Services (CAPS) can help students who are having difficulties managing stress, adjusting to college, or feeling sad and hopeless. You can reach CAPS (http://www.uh.edu/dsaes/uhsugarland/) by calling 713-743-5454 during and after business hours for routine appointments or if you or someone you know is in crisis. No appointment is necessary for the "Let's Talk" program, a drop-in consultation service at convenient locations and hours around campus. http://www.uh.edu/dsaes/uhsugarland/

Online Students: Counseling and Psychological Services (CAPS) can help students who are having difficulties managing stress, adjusting to college, or feeling sad and hopeless. You can reach CAPS (www.uh.edu/caps) by calling 713-743-5454 during and after business hours for routine appointments or if you or someone you know is in crisis. No appointment is necessary for the "Let's Talk" program, a drop-in consultation service at convenient locations and hours around campus. https://www.uh.edu/caps/about_us/contact_information.html

Helpful Links:

- COVID-19 Updates: https://uh.edu/covid-19/
- Coogs Care: https://www.uh.edu/dsaes/coogscare/
- Laptop Checkout Requests: https://tinyurl.com/w43dukpf
- Health FAQs: https://tinyurl.com/ytad2zet
- Student Health Center: https://tinyurl.com/b887djhs

COURSE SCHEDULE
FALL 2021 SEMESTER

DATE M-S	LESSONS	BOOK/BLOG READING	LAB ASSIGNMENTS | DISCUSSIONS
1 8/23-29	Course Overview and Introduction Content Strategy vs. Content Marketing 1to1 Marketing	SM Marketing Workbook, Ch. 1 & 2 Moz (CM), Ch. 1 & 2	Assignment 1 | Introduction (due in lab) Discussion 1 | Syllabus
2 8/30-9/5	Brand Story, Business Case, Positioning Statement	No Words Wasted, Ch. 2	Assignment 2 | Marketing Plan Worksheet Discussion 2 | 1to1 marketing
3 9/6-9/12	Customer Engagement Personas Client Brief	No Words Wasted, Ch. 1	Assignment 3 | Persona Questions & Plan Discussion 3 | Target Audience **PROJECT 1 | CLIENT BRIEF & PERSONAS**
4 9/13-19	KPIs,Matrix, and Data Analysis	Moz (CM), Ch. 8	Assignment 4 | Objectives, Goals, & KPIs Discussion 4 | Data & KPIs
5 9/20-26	Content Ideation and Creation Marketing Funnel; Building Teams	No Words Wasted, Ch. 3 & 5 Moz (CM), Ch. 5 & 6 Moz (CM), Ch. 3 & 4	Assignment 5 | Content Marketing Worksheet Discussion 5 | Content Ideation
6 9/27-10/3	**MIDTERM EXAM** **Work on Project 2**		**Project 2 Check-Ins**
7 10/4-10	NO LAB		**PROJECT 1 DUE: 10/10,11:59PM**
8 10/11-17	Introduction to Multi-Touch Personalized Transmedia Marketing® Campaign Creating a Personalized Storyboard	---	Assignment 6 | XMPIE Circle Set Up & Workflow Discussion 6 | Personalized Marketing
9 10/18-24	Personalized Email Marketing	SM Marketing Workbook, Ch. 10	Assignment 7 | Personalized Email using XMPIE Circle and uProduce Discussion 7 | Personalized Email
10 10/25-31	Content Promotion Marketing on Facebook and Instagram	SM Marketing Workbook, Ch. 3 and 6 No Words Wasted, Ch 6 Moz (CM), Ch. 7	Assignment 8 | Facebook and Instagram Marketing Plans and Posts (using Spark) Discussion 8 | Promoting Content
11 11/1-7	Iteration, Maintenance, and Growth Marketing on LinkedIn and Twitter	SM Marketing Workbook, Ch. 4 and 5 Moz (CM), Ch. 9	Assignment 9 | LinkedIn and Twitter Marketing Plans and Posts Discussion 9 | Social Media, p 1 **PROJECT 2 | CONTENT MARKETING**
12 11/8-14	Marketing on YouTube and TikTok	SM Marketing Workbook, Ch. 7	Assignment 10 | YouTube and Pinterest Marketing Plans and Posts/Videos Discussion 10 | Social Media 2
13 11/15-21	**Project 2 Check-Ins**	---	PROJECT 2 | Show progress
14 11/22-28	THANKSGIVING HOLIDAY, NO CLASS		
15 11/29-12/5	**PROJECT 2 DUE 12/5 11:59PM**		
16 12/7-8	**FINAL EXAM**		