ROBERT GORDON UNIVERSITY ABERDEEN

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MODULE DESCRIPTOR

Module Title

Content Marketing

Reference	CB1008	Version	2
Created	March 2020	SCQF Level	SCQF 7
Approved	October 2018	SCQF Points	30
Amended	May 2020	ECTS Points	15

Aims of Module

The aim of this module is to provide students with an opportunity to engage with, and apply, the basic concepts and principles driving content marketing within contemporary organisations.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

1	Demonstrate an understanding of the principles that guide effective content marketing.
2	Demonstrate an ability to understand and apply the use of contemporary tools and practices for developing an effective content marketing strategy for target audiences.
3	Produce relevant content for specific designated marketing purposes for identified digital platform(s).
4	Demonstrate an understanding of how organisations can measure the effectivness of their content marketing activity.
5	Demonstrate self-reflection and evaluation of outputs, identifying strategies for future improvement of practice.

Indicative Module Content

This module covers the skills and knowledge required to produce effective content for marketing purposes, using appropriate techniques and tools. Students will assess current examples and gain an understanding of the different types of content that can be developed, and how to generate relevant content ideas. They will explore the influence that content can have on organisations and stakeholders. Students will then identify customer personas and develop an appropriate content marketing strategy to apply in a given context. They will consider how to effectively promote content, whilst also considering how to monitor and evaluate the effectiveness of a campaign.

Module Delivery

This module will be delivered using a mix of lectures, guest lectures, in-class discussions, practical exercises, computer lab work and use of the relevant digital tools. Students will also be expected to explore a variety of examples of content from different online sources.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	48	N/A
Non-Contact Hours	252	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	N/A
Actual Placement hours for professional, statutory or regulatory body		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4, 5
Description:	Individual Portfolio Assessment				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

1	ROSE, R., 2023. Content Marketing Strategy: Harness the Power of Your Brand?s Voice. London, UK: Kogan Page.
2	H?RNER, T., 2023. Advertising Impact and Controlling in Content Marketing. Germany: Springer Wiesbaden.
3	SIMON, K. 2022. Digital marketing strategy: an integrated approach to online marketing. 3rd edition. London, UK: KoganPage.
4	DZAMIC, L. and KIRBY, J., 2018. The Definitive Guide to Strategic Content Marketing: Perspectives, Issues, Challenges and Solutions. London, UK: Kogan Page.