

# BUSI 59C: MARKETING CONTENT STRATEGY & BRANDING

## Foothill College Course Outline of Record

Heading	Value
Effective Term:	Summer 2025
Units:	4
Hours:	4 lecture per week (48 total per quarter)
Advisory:	Demonstrated proficiency in English by placement via multiple measures OR through an equivalent placement process OR completion of ESLL 125 & ESLL 249; basic internet skills and an understanding of Microsoft Office applications are recommended.
Degree & Credit Status:	Degree-Applicable Credit Course
Foothill GE:	Non-GE
Transferable:	CSU
Grade Type:	Letter Grade (Request for Pass/No Pass)
Repeatability:	Not Repeatable

## Student Learning Outcomes

- Understand introductory concepts of search engine optimization.
- Understand the fundamentals of consumer psychology and buying motivations.
- Understand the process of creating an effective content strategy and communicating it.
- Demonstrate the ability to create written copy for marketing content that aligns with a brand and target audience for primary marketing channels.
- Understand the principles and best practices of visual design when creating marketing collateral.

## Description

Focused on branding and content strategy, this course aims to push students to explore concepts such as consumer psychology and behavior, content and channel creation, visual design, and search engine optimization. Students will have the opportunity to practice their writing and communication skills, which are both vital for digital marketing.

## Course Objectives

The student will be able to:

1. Understand the fundamentals of consumer psychology and buying motivations.
2. Understand the process of creating an effective content strategy and communicating it.
3. Demonstrate the ability to create written copy for marketing content that aligns with a brand and target audience for primary marketing channels.

4. Understand the principles and best practices of visual design when creating marketing collateral.
5. Understand introductory concepts of search engine optimization.

## Course Content

1. Fundamentals of content marketing
  - a. Organizing the content process
  - b. Content brief
2. Consumer behavior
  - a. Data insights
  - b. Creating ideal customer
3. Branding
  - a. Brand experience
  - b. Brand messaging
  - c. Brand elements
4. Content and channels
  - a. Content formats
  - b. Channel strategy
5. Blog writing
6. Search engine optimization
  - a. Link building and website optimization
  - b. Keywords
7. Copy and visual design
  - a. Distributing content on social media
8. Digital marketing career exploration

## Lab Content

Not applicable.

## Special Facilities and/or Equipment

1. On-going access to computer with email software and hardware; email address.
2. When taught as an online distance learning section, students and faculty need ongoing and continuous internet and email access.

## Method(s) of Evaluation

Methods of Evaluation may include but are not limited to the following:

Participation in online class discussions  
Weekly online quizzes; mid-term and final exams  
Writing assignments

## Method(s) of Instruction

Methods of Instruction may include but are not limited to the following:

Online readings  
Lectures  
Videos  
Online activities

## Representative Text(s) and Other Materials

Sullivan. Brand Management and Strategy. 2024.

## **Types and/or Examples of Required Reading, Writing, and Outside of Class Assignments**

1. Reading assignments: Students will read articles from industry publishers, such as AdWeek magazine and the Wall Street Journal, and industry websites, such as Google AdWords and Facebook Ad Manager.
2. Writing assignments: Given real-life scenarios, students will write research insights and creative copy.
3. Additional assignments: Students will complete projects designed to practice critical thinking and decision making.

## **Discipline(s)**

Business