

Программа учебной дисциплины «Transmedia Storytelling: Narrative worlds, emerging technologies»

Утверждена
Академическим советом ОП
«Интегрированные коммуникации»
Протокол №1 от «07» мая 2018 г.

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Число кредитов	3
Контактная работа (час.)	
Самостоятельная работа (час.)	114
Курс	2 курс, программа «Интегрированные коммуникации» по направлению 42.04.01 «Реклама и связи с общественностью», магистратура
Формат изучения дисциплины	с использованием онлайн-курса

Course Description

Introduction to Marketing. Course author – Oleg Kashirskih, kesh@hse.ru

The course is designed for 1st year students of Master program in Integrated communication. Students are expected to have Intermediate level of English for successful completion of this course.

Course is obligatory and is based on blended-learning system, which requires students' completion of the online course.

The course contains 4 major topic blocks to be covered and introduces students to main concepts, instruments and strategies of content marketing as a field. During the course students learn about content marketing ecosystem, strategic context of marketing and strategic types of content. The course is based on an online course developed by Sonia Simone, Chief Content Officer of Rainmaker Digital, LLC.

Learning Objectives

Define marketing, its role within the firm, and it's competitive advantages;

Understand the process of brand positioning;

Identify customer role in marketing communications;

Familiarize with major concepts of marketing communication;

Describe marketing strategies within the product cycle.

Learning Outcomes

After the course completion students will be able to:

Define content marketing and discuss core concepts;

Define marketing management and examine how markets manage demand and build profitable customer relationships;

Differentiate the parts of marketing process and show mutual relation on each other;

Utilize marketing tool to plan and execute content marketing communication campaign for business and non-government organizations.

Course Plan

Topic 1 The content marketing ecosystem

Topic 1 of the course introduces to the content marketing ecosystem. Students will be able to define what content marketing is and explain why it is important in today's market. Students will discover the purpose of what content should be able to do and what makes content effective. students will discover the importance of how your own professional brand can play in the importance of your company's content marketing strategy and you will build your own professional brand. Students will build a personal website to help build your brand and in the final lesson, you will be able to discuss the editorial process for content and describe the benefits and importance of having a content calendar.

Topic 2 The strategic context (the 7A framework)

Topic 2 provides an overview of 7A Framework to your own content. Students will be able to think strategically by creating context which leads to creating content that actually works. Students will be able to practice and discuss why being agile an essential part of the framework. Students will discuss the idea of being authentic as a professional and within your own organization. You will be able to capture your audience's attention with effective headlines. Students will be able to apply the 1, 2, 3, 4, 5 formula to prompt your audience to take action. Students will examine how to prioritize acceleration and present yourself as a likable authority to your network. Students will discuss the critical relationship between authority and audience and be able to write with authority and confidence.

Topic 3 Mapping the journey: Crafting a content marketing strategy.

Topic 3 is aimed to focus crafting a content marketing strategy by first examining the journey of buyer or audience. Students will be able to create your audience/buyer persona and describe the importance of always thinking about their journey. Students will be able to develop empathy and experience maps and examine their purposes in a content marketing strategy. Students will explore and be able to apply two essential elements for creating irresistible content.

Topic 4 The strategic types of content.

Topic 4 focuses on the various types of strategic content that go into an effective content marketing program. You will be able to identify and define the four types of strategic content: attraction content, affinity content, action content, and authority content. You will be able to use the strategies given to write the various types of content and be able to combine all four elements to write one effective content piece

Reading List

Required

Drummond, G. (2005). Introduction to Marketing Concepts. Retrieved from <http://proxylibrary.hse.ru:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=edsvox&AN=edsvox.10155477&site=eds-live>

Kelsey, T. (2017). Introduction to Social Media Marketing : A Guide for Absolute Beginners. Wheaton, Illinois: Apress. Retrieved from <http://proxylibrary.hse.ru:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=edsebk&AN=1539301&site=eds-live>

Chaffey, D., & Smith, P. R. (2017). Digital Marketing Excellence : Planning, Optimizing and Integrating Online Marketing (Vol. 5 edition). New York: Routledge. Retrieved from <http://proxylibrary.hse.ru:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=1496981&site=eds-live>

Rowles, D. (2014). Digital Branding : A Complete Step-by-Step Guide to Strategy, Tactics and Measurement. London: Kogan Page. Retrieved from <http://proxylibrary.hse.ru:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=edsebk&AN=732515&site=eds-live>

Optional

McQuarrie, E. F., & Phillips, B. J. (2016). Visual Branding : A Rhetorical and Historical Analysis. Cheltenham, UK: Edward Elgar Publishing. Retrieved from <http://proxylibrary.hse.ru:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=edsebk&AN=1443512&site=eds-live>

Grading System

There will be three quizzes and one examination. The quizzes will be given at the end of each of the first three weeks of the course. The examination will be available at the end of the course, following Week 4.

Quizzes: Each lecture has a reference to a quiz with 10 multiple choice questions.

Final exam: 40 multiple choice questions.

Final Grades: Final grades are calculated according to the following formula:

Each quiz is worth 25% of accumulated grade.

The exam is worth 50% of final grade.

The exam is conducted in LMS system in the announced time and day for all the students simultaneously.

Guidelines for Knowledge Assessment

Students are expected to be answer test questions based on lecture materials. Test questions are prepared in a format of closed multiple choice questions. For example:

Test question 1:

What is the definition of marketing?

Marketing is the advertising of a product or service.

Marketing is sales of a product or service.

Marketing is an activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large.

Marketing is the purchase of goods and services.

Test question 2:

Why is having a CRM important to a business?

It helps them attract customers and increase profits

It improves employee productivity

It helps them meet short term revenue goals

It helps them attract the best employees

Test question 3:

Which of the following is NOT one of the 4 P's of the marketing mix?

Promotion

Product

Place

Profit

Special Equipment and Software Support (if required)

To successfully complete this course, students are required to have an access to personal computer and Internet connection. In order to take the exam, students need an access to their personal accounts in LMS system. If students have no access to personal computer, they will be provided with an access to computers with Internet connection within the class.