

## CONTENT MARKETING AND STORYTELLING

Master course (ECTS: 7)\*

\*also for Bachelor students in their final year

### Course leader:

**ŠKARE Vatroslav**, University of Zagreb, Faculty of Economics & Business, Croatia

*Vatroslav is an Associate Professor at the Marketing Department, Faculty of Economics and Business – University of Zagreb. His areas of expertise are: digital marketing, product & brand management, services marketing, marketing strategy and decision-making. He is actively involved in undergraduate, graduate and executive education, both in Croatia and abroad. He serves as one of the technical editors of the scientific marketing journal Market-Tržište. Furthermore, he is a reviewer for several scientific marketing journals, member of the scientific board of marketing conferences, and National representative for Croatia at European Marketing Academy (EMAC). More information: <http://vatro.com/about-vatroslav-skare/>*

### Aims of the course:

The primary aim of the course is to familiarize students with a variety of content forms and their strategic application in achieving marketing objectives. This course provides in-depth insights into selecting suitable content types and formats, and the most effective platforms for content distribution. A significant emphasis is placed on the art of storytelling, exploring how compelling narratives can be integrated into digital content to engage audiences, build brand identity, and enhance marketing campaigns. Additionally, the course aims to explain the importance of a systematic and strategic approach in the development and management of digital content. This includes creating additional value through digital content management and assessing the effectiveness of different digital content types to optimize marketing efforts.

### Prerequisites:

Passed exam in the basic marketing course (Principles of Marketing, Introduction to Marketing, Marketing 1, Marketing Management, or similar course).

### Course content:

DATE	DAILY TOPIC/SESSION
Monday, 8 July	<b>Course introduction (1 h)</b> The role of content in marketing; Key terms and concepts; Information about the course project

Tuesday, 9 July	<b>Media landscape (3h)</b> Paid-Owned-Earned media; Traditional media; New/digital media; Social media
Wednesday, 10 July	<b>Understanding audiences/consumers (3h)</b> Consumer decision journey/path; Customer engagement; New role of the consumer & Co-creation
Thursday, 11 July	<b>Content marketing strategy &amp; plan (3h)</b> Content marketing strategy framework; Key performance indicators
Friday, 12 July	<b>Content types &amp; formats (3h)</b> Content marketing matrix; Entertaining, educational, inspirational and convincing content; Visual and audio content; Digital content
Monday, 15 July	<b>The art of storytelling (3h)</b> Storytelling mindset; Developing a guiding idea; Structuring a story; From story to content
Tuesday, 16 July	<b>Creativity in content marketing (3h)</b> Creative process; Creative brief (Get-To-By) and creative concept; Creative techniques
Wednesday, 17 July	<b>UGC – User-generated content (3h)</b> Why customers create content?; Types and formats of UGC; How to leverage on UGC in marketing?
Thursday, 18 July	<b>Content distribution (3h)</b> Choosing platforms for content deployment; Content calendar; Content recycling
Friday, 19 July	<b>No lectures (day off)</b>
Monday, 22 July	<b>New trends in content marketing (3h)</b> New platforms and formats; Artificial intelligence in content development; AI tools for content creators
Tuesday, 23 July	<b>Preparation for final examination and Q&amp;A session (3h)</b>
Wednesday, 24 July	<b>Final examination (Presentations/Exams)</b>

### Course materials / List of readings:

- Hollebeek, L. D., & Macky, K. (2019). Digital content marketing's role in fostering consumer engagement, trust, and value: Framework, fundamental propositions, and implications. *Journal of Interactive Marketing*, 45, 27-41.
- Rowley, J. (2008). Understanding digital content marketing. *Journal of marketing management*, 24(5-6), 517-540.
- Red&Yellow (2023) eMarketing: The essential guide to marketing in a digital world, 7th Ed., Red&Yellow
- Pulizzi, J. (2012). The rise of storytelling as the new marketing. *Publishing research quarterly*, 28(2), 116-123.
- Daugherty, T., Eastin, M. S., & Bright, L. (2008). Exploring consumer motivations for creating user-generated content. *Journal of interactive advertising*, 8(2), 16-25.
- Holliman, G., Rowley, J. (2014) Business to business digital content marketing: marketers' perceptions of best practice. *Journal of Research in Interactive Marketing*, 8(4), 269 – 293.
- Binet, L., & Field, P. (2013). The long and the short of it: Balancing short and long-term marketing strategies. *Institute of Practitioners in Advertising*.

- Chaffey, D. (2020). The Content Marketing Matrix, <https://www.smartinsights.com/content-management/content-marketing-strategy/the-content-marketing-matrix-new-infographic/>
- Content Marketing Institute, <https://contentmarketinginstitute.com>
- IPA (2020). Binet presents fast, cheap, predictive Share of Search metric, <https://ipa.co.uk/news/binet-presents-fast-cheap-predictive-share-of-search-metric/>

## **Teaching and examination methods:**

The course will utilise a combination of teaching methods including lectures, in-class discussions, workshops, student presentations and readings. Student participation and interaction are highly encouraged and expected.

Assessment for this course will have two components:

1. Final exam (60%)

The final written exam will consist of multiple-choice questions.

2. Course project: Content Marketing Vertical Video (40%)

Students will work individually and their task will be to produce an approx. 3-minute-long vertical video on a chosen topic/concept for a real client. Students have to employ their skills and creativity to produce a dynamic and interesting video which will educate and inspire the audience – target market of a real client.

### **Grading scale:**

DEFINITION	%	LOCAL SCALE	ECTS SCALE	Grade (USA)
exceptional knowledge without or with negligible faults	92-100	10	A	A+, A, A-
very good knowledge with some minor faults	85-91	9	B	B+, B
good knowledge with certain faults	77-84	8	C	B
solid knowledge but with several faults	68-76	7	D	C+, C, C-
knowledge only meets minimal criteria	60-67	6	E	D+, D
knowledge does not meet minimal criteria	<60	5	F	