

# STUDY GUIDE

## *CONTENT MARKETING STRATEGY*

Organised by

*University of Vaasa*

| 1. IDENTIFYING DATA.                |  |            |
|-------------------------------------|--|------------|
| • Course Name.                      | Content Marketing Strategy   |            |
| • Coordinating University.          | University of Vaasa  |            |
| • Partner Universities Involved.    | -  |            |
| • Course Field(s).                  | Marketing  |            |
| • Related Study Programme.          | Bachelor's of Marketing  |            |
| • ISCED Code.                       | 0321   |            |
| • SDG.                              | SDG 4: Quality education<br>SDG 8: Decent work and Economic growth |            |
| • Study Level.                      | Bachelor   |            |
| • EUNICE Key Competencies           | Problem solving  | Moderately |
|                                     | Teamworking  | -          |
|                                     | Communication  | Strongly   |
|                                     | Self-management  | Strongly   |
|                                     | Cognitive flexibility  | Moderately |
|                                     | Digital competence   | Strongly   |
|                                     | Technical competence   | Strongly   |
|                                     | Global intercultural competence                                    | Moderately |
| • Number of ECTS credits allocated. | 3  |            |
| • Mode of Delivery.                 | Online asynchronous  |            |

|                                     |  |
|-------------------------------------|--|
| • Language of Instruction.          | English  |
| • Course Dates.                     | 22 September 2025 – 30 June 2026   |
| • Precise Schedule of the Lectures. | This is a self-study, self-paced course. It will be open for enrollments during the above period.<br><br>*See the section “Course inscription procedure(s)” below. |
| • Key Words.                        | Content Marketing, Marketing Professionals, Personal Brand, Entrepreneurship, Storytelling, Digital Presence   |
| • Catchy Phrase.                    | Don’t just learn about digital presence – master it!   |

|   |   |
|---|---|
| • Prerequisites and co-requisites.                      | - Be enrolled as a student at any EUNICE member university.<br>- English B2   |
| • Number of EUNICE students that can attend the Course. | 100+  |
| • Course inscription procedure(s).                      | Find the course on the EUNICE website and fill out the form provided. Follow the instructions in the form. UVA, the host university, will contact you and share the enrollment key for the course. The last day to enroll is 31 May 2026. The last day to complete the course is 30 June 2026.<br><br>*For matters related to credit recognition, see the “Observations” section below. |

## 2. CONTACT DETAILS.

|                     |  |
|---------------------|--|
| • Department.       | School of Marketing and Communications               |
| • Name of Lecturer. | Jack Tillotson                                       |
|                     | <a href="mailto:eunice@uwasa.fi">eunice@uwasa.fi</a> |

## 3. COURSE CONTENT.

Transform your digital marketing skills and personal brand in this dynamic, fully online course that combines cutting-edge theory with real-world practice. Whether you're aiming to boost your professional presence, launch a personal blog, or drive business growth, discover how to create compelling content that captivates audiences and builds genuine connections.

This comprehensive course takes you through the complete content marketing journey:

- Learn the evolution and future of content marketing in the digital age
- Master the Marketing Media Trifecta: earned, owned, and paid media
- Develop powerful storytelling techniques that make you stand out online

- Create strategic content frameworks for both personal and professional success
- Build practical skills in personal branding, blog creation, content repurposing, and promotion
- Learn how to build and engage your own online community

Perfect for anyone looking to enhance their digital presence! Whether you're an aspiring influencer, future entrepreneur, or professional wanting to stand out in the job market, you'll learn valuable skills for promoting yourself and your ideas online. Featuring expert sessions from industry leaders and hands-on learning through course content, you'll graduate with both theoretical knowledge and practical tools for success.

The skills you learn here go beyond the classroom – they're essential tools for building your personal brand, growing your professional network, and showcasing your expertise in the digital world. No prior marketing experience needed – just bring your creativity and ambition!

3 ECTS | 100% Digital Learning | Boost your digital presence while earning credits!

#### 4. LEARNING OUTCOMES.

By the end of this course, students should be able to:

1. define key concepts and principles of content marketing.
2. explain the historical development of content marketing and its role in modern digital marketing.
3. use audience segmentation principles to target specific customer groups.
4. break down successful content marketing campaigns to identify key success factors.
5. examine the relationship between different types of media in an integrated marketing strategy.
6. develop comprehensive content marketing strategies.
7. design content frameworks tailored to specific audience segments.

#### 5. OBJECTIVES.

Transform Your Digital Future – Two Ways to Win!

Master content marketing whether you're building your personal empire or driving organizational success. This course is your launchpad for:

Personal Brand Builders:

- Stand out in the digital noise
- Build an authentic online presence that opens doors
- Transform your personal story into a powerful digital narrative
- Create content that connects and converts

Marketing Professionals & Business Leaders:

- Master strategic content marketing for brands and organizations
- Learn cutting-edge techniques that drive engagement
- Develop content strategies that deliver real business results
- Transform your marketing approach for the digital age

Perfect for students, entrepreneurs, brand managers, marketing professionals, and anyone ready to harness the power of strategic content marketing. Don't just learn about digital presence – master it!

## 6. COURSE ORGANISATION.

### LEARNING RESOURCES AND TOOLS.

- 100 % digital/online learning
- Digital learning environments
- Video lectures
- Interactive activities
- Individual work

### PLANNED LEARNING ACTIVITIES AND TEACHING METHODS.

Total workload: 81 hours

- Video lectures: 10 hours
- Quizzes: 10 hours
- Individual work (assigned readings, supplementary readings, worksheets): 46 hours
- Interactive activities: 15 hours

## 7. ASSESSMENT METHODS AND CRITERIA.

- Individual assignments (assigned readings, supplementary readings, worksheets)
- Interactive activities
- Video lectures
- Quizzes

Grading is based on a scale from 1 (Sufficient) to 5 (Excellent):

- A grade of 5 (Excellent) is awarded for scores between 90 and 100 points.
- A grade of 4 is given for scores between 80 and 89 points.
- A grade of 3 is assigned for scores between 70 and 79 points.
- A grade of 2 is given for scores between 60 and 69 points.
- A grade of 1 (Sufficient) is awarded for scores between 50 and 59 points.

Schedule for assessment: every other month.

Assessment blackout periods:

- Winter holiday: December 20 – January
- Summer holiday/conference period: June 18 – August 12

#### OBSERVATIONS.

Upon successful completion of the course, students will be awarded with a EUNICE certificate issued by the University of Vaasa.

#### Recognition-related issues:

Recognition of this course's ECTS into the student's records is subject to approval by the International Relations Office, EUNICE Office or other relevant departments at the student's home university. Please contact such department(s) if you encounter any issues related to the recognition of the ECTS at the end of the course. Neither lecturers nor the University of Vaasa are in charge of the recognition process at the student's home university.

#### 8. BIBLIOGRAPHY AND TEACHING MATERIALS.

Will be available in Moodle