

Valid from 2025.HS

Module description: Content Marketing	
Module Code	w.MA.XX.COM.23HS
ECTS Credits	3
Language of Instruction/Examination	English
Module Description	<p>This course delivers comprehensive expertise in content marketing, emphasizing strategic content development and effective distribution. Students will explore core principles across the marketing funnel (See - Think - Do - Care) and learn how to leverage content to boost visibility, generate leads, build trust, drive conversions, and enhance customer retention. A central focus is placed on the website as the primary owned asset within an integrated, data-driven communication strategy. The course introduces students to the PESO model (Paid, Earned, Shared, Owned) and demonstrates how these channels can be strategically connected through methods such as owned asset optimization (OAO), reception marketing, and the marketing dashboard model. This is a practice-oriented course that blends strategic frameworks with hands-on exercises. Students will use tools like the Content Catalog and Google Notebook LM, and analyze real-world case studies (e.g., Berghilfe). Teamwork is emphasized, with collaborative assignments such as website assessments, traffic ad design, and the development of targeted Meta campaigns.</p>
Organizational Unit	Institut für Marketing Management
Module Coordinator	Marcel Hüttermann
Program and Specialization	<ul style="list-style-type: none"> • Business Administration - Specialization in Marketing
Legal Framework	Academic Regulations MSc in Business Administration dated by 04.06.2009, Appendix to the Academic Regulations for the degree program in Business Administration (Marketing), first adopted on 07.11.2008
Module Category	Module Type Compulsory Elective
Prerequisite Knowledge	
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> • Professional Competence • Methodological Competence • Social Competence • Self-Competence
Contribution to Program Learning Objectives	<p>Professional Competence</p> <ul style="list-style-type: none"> • Knowing and Understanding Content of Theoretical and Practical Relevance • Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance • Evaluate Content of Theoretical and Practical Relevance <p>Methodological Competence</p> <ul style="list-style-type: none"> • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <ul style="list-style-type: none"> • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change

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Module Learning Objectives	Students... <ul style="list-style-type: none">• can define key terms such as strategic content marketing, core content, owned assets, funnel stages, and content repurposing chains.• can explain the role of content marketing within the broader digital marketing mix.• can recognize the importance of the website as a central communication hub.• can distinguish between content creation and content distribution.• can understand concepts such as reception marketing and the marketing dartboard model.• can develop a content marketing plan for both macro and micro-level planning.• can strategically plan and execute content aligned with different funnel stages.• can use collaborative tools (e.g., content catalog) for content production and distribution.• can design and implement traffic ads (e.g., via Meta platforms).• can evaluate the strengths and weaknesses of content marketing strategies.• can analyze websites and marketing measures (organic and paid) in relation to the funnel.• can assess existing strategies and recommend improvements.• can interpret KPIs, ROI, and tracking data.• can evaluate the potential of owned, earned, and paid media initiatives.• can design original campaigns, including content repurposing strategies.• can prioritize and collaboratively develop editorial workflows within a team.																																									
Module Content	<ul style="list-style-type: none">• Introduction to content marketing• Content strategy• Reception marketing• Marketing dartboard model• Website content assessment• Case study Berghilfe: From pull to push measures• Content catalog: Push content for traffic ad• Meta traffic ads• Planning & collaboration: macro/micro planning																																									
Links to other modules	This module is linked to the following modules:																																									
Digital Learning Resources	<ul style="list-style-type: none">• Reader• Practice and Application Exercises (with Key)• Case Studies (with Key)																																									
Methods of Instruction	<ul style="list-style-type: none">• Lecture• Interactive Instruction• Problem-Oriented Teaching• Exercises• Case Studies• Literature Review			Social Settings Used: <ul style="list-style-type: none">• Group Work																																						
Type of Instruction	<table><tr><td></td><td>Classroom Instruction</td><td>Guided Self-Study</td><td>Autonomous Self-Study</td></tr><tr><td>Lecture</td><td>20 h</td><td>8 h</td><td></td></tr><tr><td>Excercise</td><td>4 h</td><td>-</td><td></td></tr><tr><td>Project Work</td><td>-</td><td>-</td><td></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td></td></tr><tr><td>Total</td><td>24 h</td><td>8 h</td><td>58 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study	Lecture	20 h	8 h		Excercise	4 h	-		Project Work	-	-		Seminar	-	-		Total	24 h	8 h	58 h														
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Performance Assessment	<table><tr><td colspan="2">End-of-module exam</td><td>Form</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td colspan="2">Oral exam</td><td></td><td>20</td><td>0.00</td></tr><tr><td colspan="2">Permitted Resources</td><td colspan="3"></td></tr><tr><td colspan="5"></td></tr><tr><td colspan="2">Others</td><td>Assessment</td><td>Format</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td colspan="2">Talk/oral presentation</td><td>Pass/Fail</td><td>Gruppenarbeit</td><td>3</td><td>0.00</td></tr><tr><td colspan="2">Talk/oral presentation</td><td>Grade</td><td>Gruppenarbeit</td><td>20</td><td>100.00</td></tr></table>				End-of-module exam		Form	Length (min.)	Weighting	Oral exam			20	0.00	Permitted Resources										Others		Assessment	Format	Length (min.)	Weighting	Talk/oral presentation		Pass/Fail	Gruppenarbeit	3	0.00	Talk/oral presentation		Grade	Gruppenarbeit	20	100.00
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Classroom Attendance Requirement	<p>Other</p> <p>To pass the assessment, attendance at lectures is strongly recommended.</p>
Compulsory Reading	<ul style="list-style-type: none"> • https://b-h.ch/blog/marketingmodelle-im-vergleich/ • https://b-h.ch/blog/die-content-marketing-strategie-in-die-tat-umsetzen/ • https://contentmarketinginstitute.com/what-is-content-marketing/ • https://docs.google.com/presentation/d/115BZYsZsE4A3SASabVzxliuwj1uUVv7lgfo_MZye_mw/edit?usp=sharing • https://medium.com/@creativestrat.com/the-digital-marketing-mix-what-does-it-stand-for-7a57ac76306b • https://b-h.ch/blog/blog-als-content-hub/ • https://b-h.ch/blog/was-ist-owned-asset-optimization/ • https://b-h.ch/blog/content-marketing-fuer-unternehmen/ • https://b-h.ch/blog/erfolgreiches-social-media-performance-marketing/ • https://b-h.ch/blog/strategisches-content-marketing/ • https://b-h.ch/blog/kundenrueckgewinnung-e-mail-marketing/ • https://b-h.ch/blog/social-media-und-inbound-marketing/ • https://b-h.ch/blog/was-ist-reception-marketing/ • https://b-h.ch/blog/social-media-reichweite-erklaert/ • https://b-h.ch/blog/social-media-paid-vs-organic/ • https://docs.google.com/document/d/17WKuiowBEyt8XU6eGcxy5RjjA06mmQkUz3cZXXbgZ_o/edit?usp=sharing • https://b-h.ch/blog/content-marketing-manifesto/
Recommended Reading	<ul style="list-style-type: none"> • https://b-h.ch/blog/was-ist-der-meta-business-manager/ • https://amzn.to/3EVzLZ2 • https://b-h.ch/blog/4-r-fragen-marketing-erfolg/ • https://amzn.to/3YUWT0P • https://b-h.ch/blog/was-sind-die-grundlagen-fuer-erfolgreiches-social-media-marketing-fuer-unternehmen-und-was-kostet-es/ • https://b-h.ch/blog/7-dos-und-donts-beim-community-management/ • https://b-h.ch/blog/was-sind-facebook-ads/ • https://notebooklm.google/ • https://b-h.ch/blog/was-ist-das-facebook-pixel/ • https://www.handelsblatt.com/adv/firmen/purpose-driven-marketing-omnichannel.html • https://b-h.ch/blog/was-ist-die-meta-business-suite/ • https://amzn.to/43gxroN • https://b-h.ch/blog/facebook-conversions-api/ • https://b-h.ch/blog/kotler-essentials-of-modern-marketing-de/ • https://b-h.ch/blog/social-media-targeting/ • https://amzn.to/3YAgza2 • https://b-h.ch/blog/social-media-heranfuehrung/ • https://omr.com/de/reviews/contenthub/marketingplan-erstellen
Comments	