Subject Code	MM5751
Subject Title	Content Marketing and Storytelling
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	None
Objectives	In the contemporary digital marketing landscape, understanding the complexities of consumer behaviour, leveraging the power of storytelling, and strategically crafting content are fundamental for success. This course delves into the psychology of online consumers, equipping students with the knowledge to analyze their decision-making processes and navigate the ever-evolving digital consumer journey. Students will explore the art and science of brand storytelling, learning to weave compelling narratives that forge emotional connections and build brand loyalty. Through hands-on projects and real-world case studies, students will develop the skills to create impactful content marketing strategies, mastering content creation, curation, distribution, and performance measurement. By bridging the gap between theory and practice, this course empowers students to become skilled digital marketers, capable of leveraging content and storytelling to drive brand engagement and achieve tangible results in the dynamic digital marketplace. This subject contributes to the achievement of the MSc MM Programme Outcome 4 (Develop additional expertise in selected aspects of marketing management).
Intended Learning Outcomes	Upon completion of the subject, students will be able to: a. Understand the psychology of online consumers, consumer journey and the influence of digital communities and social networks. b. Identify the impact of brand storytelling, the key elements, framework and engagement. c. Develop strategic content marketing plan for brand.
Subject Synopsis/ Indicative Syllabus	• Section 1: Digital Consumer Behaviour o Digital Consumer Psychology o The Digital Consumer Journey: Search, Evaluation, Decision Making o Digital Communities and Social Influence: Relationship Management • Section 2: The Art and Science of Brand Storytelling o Storytelling Frameworks and Elements o Emotional Branding and Consumer Engagement

	o Transmedia Storytelling and Multi-platform Engagement
	• Section 3: Strategic Content Marketing for Brand Building
	o Content marketing strategy development
	o FGC, UGC, Sponsored Content and Influencer Content
	o Content creation and distribution
	o Content marketing measurement and analytics

| **Teaching/Learning Methodology** | **Interactive Lectures and Discussions:**
The course will begin with foundational lectures introducing key concepts in digital consumer behaviour, brand storytelling, and content marketing. Interactive discussions will encourage students to actively engage with the material, share their perspectives, and apply concepts to real-world scenarios. (ILO a)

Case Study Analysis:
Students will analyze case studies of successful and unsuccessful brand storytelling and content marketing campaigns. This will involve identifying key strategies, evaluating their effectiveness, and proposing recommendations for improvement. (ILO a and b)

Group Content Marketing Project:
Students will collaborate in groups to develop and execute a comprehensive content marketing plan for a specific brand, product or services. This project will involve conducting market research, defining target audiences, creating engaging content, selecting distribution channels, and measuring campaign performance. (ILO a, b and c)

Guest Speakers and/or Industry Insights:
Industry professionals and experts in content marketing and brand storytelling will be invited to share their experiences, insights, and best practices with the students. This exposure to real-world perspectives complements theoretical learning and provides valuable insights into current industry trends and challenges, enriching students' understanding of the subject matter. (ILO a, b and c) |

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)		
			a	b	c
	Continuous Assessment *	**100%**			
	1. Class Attendance & Participation	10%	✓	✓	
	2. Individual Presentation & Report – Case Study 1	20%	✓		
	3. Individual Presentation & Report – Case Study 2	20%	✓	✓	
	4. Group Content Marketing Project	40%	✓	✓	✓
	5. Individual Reflection	10%	✓	✓	✓
	Total	100 %			

*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.

To pass this subject, students are required to obtain Grade D or above in the overall subject grade

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Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

The chosen assessment methods for this course are designed to comprehensively evaluate students' understanding and application of key concepts in digital consumer behaviour, brand storytelling, and strategic content marketing. The methods align with the course's learning outcomes and cater to diverse learning styles, promoting both individual and collaborative learning experiences.

Class Attendance & Participation:

- Active engagement in class discussions and activities is crucial for developing a deeper understanding of the subject matter and fostering critical thinking skills. Participation will be evaluated based on the quality of contributions, level of engagement, and demonstrated understanding of course concepts.

Individual Presentation & Report – Case Study 1 :

- Analyzing real-world case studies allows students to apply theoretical knowledge of digital consumer behaviour to practical scenarios and develop analytical skills. Students will be assessed

on their ability to identify key issues, apply relevant concepts, and present their findings in a clear and concise manner.

Individual Presentation & Report – Case Study 2

- Building upon the first case study, this presentation encourages deeper analysis and critical evaluation of digital consumer behaviour and brand storytelling. Evaluation will focus on the depth of analysis, originality of insights, and the ability to provide constructive recommendations for improvement.

Group Content Marketing Project

- This project simulates real-world content marketing scenarios, requiring students to collaborate, strategize, and implement a content marketing plan for a specific brand, product or service. The project will be evaluated based on the quality of the content strategy, creativity of content creation, effectiveness of distribution channels, and demonstrated understanding of performance analytics.

Student Study Effort Expected	Class contact:	
	▪ Lectures	39 Hrs.
	Other student study effort:	
	▪ Preparation for lectures	30 Hrs.
	▪ Preparation for presentations and group projects	50 Hrs.
	Total student study effort	119 Hrs.

Reading List and References	Berger, J. (2016). *Contagious: Why things catch on*. Simon & Schuster paperbacks.
	Gbadamosi, A. (2024). *Consumer behaviour and digital transformation*. Routledge.
	Pulizzi, J., & Piper, B. (2023). *Epic content marketing: Break through the clutter with a different story, get the most out of your content, and build a community in WEB3*. McGraw Hill.
	Quesenberry, K. A., & Coolsen, M. K. (2023). *Brand storytelling: Integrated marketing communications for the Digital Media Landscape*. Rowman & Littlefield Publishing Group, Inc.

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