



COLORADO STATE UNIVERSITY  
— GLOBAL —

COM345: GLOBAL CONTENT STRATEGY

**Credit Hours:** 3

**Contact Hours:** This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

**Faculty Information:** Faculty contact information and office hours can be found on the faculty profile page.

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## **COURSE DESCRIPTION AND OUTCOMES**

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### **Course Description:**

Students in this course gain an understanding of how content permeates an organization and how, in global organizations and communication scenarios, digital content must scale across borders, cultures, and teams. Students gain experience as authors of content, by working with WordPress as a content management system, as well as gain familiarity with content management software and learn how such applications integrate into a work platform.

### **Course Overview:**

Intelligent content and global content strategy are not mere catch phrases, but rather essential concepts for today's strategic communication and communication management professions. Intelligent content is adaptable to multiple purposes, document types, devices, and people. Global content strategy is a carefully-crafted and well-executed plan for managing intelligent content intended for organizational audiences in worldwide settings, and in particular adjustable to those whose main languages are different from the source language. Intelligent content integrated into a global content strategy, once fully executed, reduces document creation, translation, editing, review, and distribution time, increasing productivity and reducing cost.

This class aims to help you develop the knowledge and skills needed for pursuing intelligent content and global content strategy. Based on the course readings and interactive materials, we will discuss how to prepare intelligent content, focusing on writing as well as on technology aspects, and how to execute a global content strategy, from research and planning to implementation and evaluation. Through case studies and hands-on experiences, we will also learn how to analyze thoughtfully—as well as how to employ strategically—intelligent content appropriate for various organizational settings and worldwide contexts.

### **Course Learning Outcomes:**

- Recognize how content permeates an entire organization and how content must scale across borders, cultures, and teams.
- Apply content strategy principles through work on a WordPress-based digital portfolio.
- Experiment with a global communication campaign, using content strategy principles to create tweets and Twitter analytics.
- Define methods to manage content in an effort to contain expenses, avoid confusion, control branding, and improve search and findability.

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## PARTICIPATION & ATTENDANCE

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Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

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## COURSE MATERIALS

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### Required:

- Rockley, A., Cooper, C. & Abel, S. (2015). *Intelligent content: A primer*. Denver, CO: XML Press, The Content Wrangler Series. eISBN-13: 9781457191312, ISBN-13: 9781937434465
- The Team at the WordPress Genie (2016). *WordPress: Build your own WordPress website. WordPress for small business*. Seattle, WA: Amazon Digital Services. ISBN-13: 9781534954540
- WordPress account (free)
- Social media mock accounts (free)

### Suggested:

1. None.

**NOTE:** All non-textbook required readings and materials necessary to complete assignments, discussions, and/or supplemental or required exercises are provided within the course itself. Please read through each course module carefully.

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## COURSE SCHEDULE

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### Due Dates

The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- **Discussion Boards:** The original post must be completed by Thursday at 11:59 p.m. MT and peer responses posted by Sunday at 11:59 p.m. MT. Late posts may not be awarded points.

- **Opening Exercises:** Take the Opening Exercise before reading each week's content to determine on which areas you will need to focus. You may take these exercises as many times as you need. The Opening Exercises will not affect your final grade.
- **Mastery Exercises:** Students may access and retake Mastery Exercises through the last day of class until they achieve the scores they desire.
- **Critical Thinking:** Assignments are due Sunday at 11:59 p.m. MT.

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## WEEKLY READING AND ASSIGNMENT DETAILS

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### Module 1

#### Readings

- Chapter 1 & 2 in *Ethics in Accounting: A Decision-Making Approach*
- Bobek, D. D., Dalton, D. W., Daugherty, B. E., Hageman, A. M., & Radtke, R. R. (2017). An investigation of ethical environments of CPAs: Public accounting versus industry. *Behavioral Research in Accounting*, 29(1), 43-56.
- Larkin, M. B., Bernardi, R. A., & Bosco, S. M. (2013). Does female representation on boards of directors associate with increased transparency and ethical behavior? *Accounting & the Public Interest*, 13(1), 132-150.

#### Opening Exercise (0 points)

#### Discussion (25 points)

#### Mastery Exercise (10 points)

#### Portfolio Reminder (0 points)

This course requires a final Portfolio Project, due in Week 8. This week, review the two options you have for the Portfolio Project, available on the Week 8 assignments page. Also, be sure to review on the Course Information page the Portfolio grading rubric that will be used for both Portfolio options.

Start thinking about which Portfolio option you will complete. Choose the one best suited to your interests and career goals. If you wish, reach out to your instructor for guidance.

### Module 2

#### Readings

- Chapters 2, 3, & 4 in *Intelligent content: A primer*.
- Swisher, V. (2012 a). Everyone speaks English, right? Retrieved from <http://contentrules.com/everyone-speaks-english-right/>. Republished in Swisher, V. (2014) *Global content strategy: A primer*. Denver, CO: XML Press, The Content Wrangler Series.
- Swisher, V. (2012 b). My hand gestures don't offend you, do they? Retrieved from <http://contentrules.com/rule-3-my-hand-gestures-dont-offend-you-do-they/>. Republished in Swisher, V. (2014) *Global content strategy: A primer*. Denver, CO: XML Press, The Content Wrangler Series.

#### Opening Exercise (0 points)

#### Discussion (25 points)

#### Mastery Exercise (10 points)

## **Portfolio Milestone (30 points)**

### **Option #1:**

The Portfolio Project for this course involves crafting a global content strategy for your simulated startup business of choice, as well as developing intelligent content connected with the global content strategy through the WordPress platform. As you move through various activities in this module, start thinking about what business you would like to propose for your Portfolio Project. Describe your proposed business in the Organization Profile that you submit this week.

In the Organization Profile, include:

- The name of the proposed nonprofit organization.
  - The type of activities the nonprofit organization will pursue and the need for such activities.
  - The profile of the nonprofit organization (e.g., education, health, poverty alleviation, community development, financial services, cultural awareness).
- A brief mission statement of the nonprofit organization.

### **Option #2:**

The Portfolio Project for this course involves crafting a global content strategy for your simulated startup nonprofit organization of choice, as well as developing intelligent content connected with the global content strategy through the WordPress platform. As you move through various activities in this module, start thinking about what nonprofit organization you would like to propose for your Portfolio Project. Describe your proposed nonprofit organization in the Organization Profile that you submit this week.

In the Organization Profile, include:

- The name of the proposed business.
- The type of product or service the business would provide and the market demand for such a service or product.
- Whether the company will be primarily B2B (business-to-business) or B2C (business-to-consumer).
- A brief mission statement of the business.

## **Module 3**

### **Readings**

- Chapters 15 & 16 in *Intelligent content: A primer*.
- Lieb, R. (2018). The biggest barriers for global content strategy. Retrieved from <https://blog.marketo.com/2018/05/the-biggest-barriers-for-global-content-strategy.html>

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Critical Thinking (120 points)**

#### **OPTION #1: Exploring and Overcoming Objections to Intelligent Content and Global Content Strategy**

Select one of the objections to intelligent content suitable for global settings outlined in the lecture pages and course materials.

For this assignment, you will write a memo to the leader of an organization of your choice (e.g., an organization for which you work, have worked, plan to work, or dream to work) explaining how the respective objection to intelligent content suitable for global settings can be overcome.

Requirements:

- Write a 2-3-page memo, not counting the required title and reference pages.
- Include information from at least three scholarly or industry sources in addition to the required course readings.

Your paper should be 2-3 pages in length and conform to CSU-Global Guide to Writing and APA. Include at least three scholarly references in addition to the course textbook. The CSU-Global Library is a good place to find these references.

### **OPTION #2: Exploring and Removing Barriers to Intelligent Content and Global Content Strategy**

Select one of the barriers to intelligent content suitable for global settings outlined in the lecture pages and course materials.

For this assignment, you will write a memo to the leader of an organization of your choice (e.g., an organization for which you work, have worked, plan to work, or dream to work) explaining how the respective barrier to intelligent content suitable for global settings can be removed.

Requirements:

- Write a 2-3-page memo, not counting the required title and reference pages.
- Include information from at least three scholarly or industry sources in addition to the required course readings.

Your paper should be 2-3 pages in length and conform to CSU-Global Guide to Writing and APA. Include at least three scholarly references in addition to the course textbook. The CSU-Global Library is a good place to find these references.

### **Mastery Exercise (10 points)**

## **Module 4**

### **Readings**

- Chapters 17 & 11 in *Intelligent content: A primer*
- Chapters 1 & 2 in *WordPress: Build your own WordPress website. WordPress for small business*

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Mastery Exercise (10 points)**

### **Portfolio Milestone (40 points)**

### **OPTION #1:**

The Portfolio Project for this course involves crafting a global content strategy for your simulated startup business of choice, selected in Module 2 of the course, as well as developing—as part of the global

content strategy—intelligent content for this business through the WordPress platform and additional interconnected platforms. In this module, you will create a WordPress website account as well as two social media accounts (choose between Facebook, Twitter, and Instagram) for the simulated business for which you completed an Organizational Profile in Module 2. You will also create an initial piece of content for each of these platforms.

Make sure you have pursued the following:

- Creating a website for the simulated business using WordPress
- Making a first website post with a welcome message and an overview of the business
- Creating two social media accounts for the simulated business (choose between Facebook, Twitter, and Instagram)
- Making a first post on each of these two social media accounts, providing a welcome message and announcing the launch of the business

#### **OPTION #2:**

The Portfolio Project for this course involves crafting a global content strategy for your simulated startup nonprofit organization of choice, selected in Module 2 of the course, as well as developing—as part of the global content strategy—intelligent content for this nonprofit organization through the WordPress platform and additional interconnected platforms. In this module, you will create a WordPress website account as well as two social media accounts (choose between Facebook, Twitter, and Instagram) for the simulated nonprofit organization for which you completed an Organizational Profile in Module 2. You will also create an initial piece of content for each of these platforms.

Make sure you have pursued the following:

- Creating a website for the simulated nonprofit organization using WordPress
- Making a first website post with a welcome message and an overview of the nonprofit organization
- Creating two social media accounts for the simulated nonprofit organization (choose between Facebook, Twitter, and Instagram)
- Making a first post on each of these two social media accounts, providing a welcome message and announcing the launch of the nonprofit organization

## **Module 5**

### **Readings**

- Chapters 9 & 10 in *Intelligent content: A primer*
- Chapters 3 & 4 in *WordPress: Build your own WordPress website. WordPress for small business*

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Critical Thinking (120 points)**

#### **OPTION #1: Assessing the Content Development Practices of an Organization Capitalizing on Current Industry Trends**

Assessing the Content Development Practices of an Organization Capitalizing on Current Industry Trends (100 points)

For this assignment, you will read the case study *Wikimedia Foundation in 2018* from Harvard Business Publishing, then you will devise a slide presentation evaluating the content development practices of Wikimedia Foundation.

You will evaluate content development practices according to the principles of:

- Modularity
- Structuration
- Reusability
- Format free capability
- Semantically rich propensity

Requirements:

- Produce an 8-10-slide presentation, not counting the required title and reference slides.
- Include information from at least three scholarly or industry sources in addition to the required course readings.

Consult CSU-Global guidelines for producing a visual presentation prior to working on this assignment.

Your presentation should conform to CSU-Global Guide to Writing and APA. Include at least three scholarly references in addition to the course textbook. The CSU-Global Library is a good place to find these references.

### **OPTION #2: Assessing the Content Marketing Practices of an Organization Capitalizing on Current Industry Trends**

For this assignment, you will read the case study *Wikimedia Foundation in 2018* from Harvard Business Publishing, then you will devise a slide presentation evaluating the content marketing practices of Wikimedia Foundation.

You will evaluate content marketing practices according to the principles of:

- Modularity
- Structuration
- Reusability
- Format free capability
- Semantically rich propensity

Requirements:

- Produce an 8-10-slide presentation, not counting the required title and reference slides.
- Include information from at least three scholarly or industry sources in addition to the required course readings.

Consult CSU-Global guidelines for producing a visual presentation prior to working on this assignment.

Your presentation should conform to CSU-Global Guide to Writing and APA. Include at least three scholarly references in addition to the course textbook. The CSU-Global Library is a good place to find these references.

## **Mastery Exercise (10 points)**

### **Module 6**

#### **Readings**

- Chapters 7 & 6 in *Intelligent content: A primer*
- Chapters 6 & 5 in *WordPress: Build your own WordPress website. WordPress for small business*

#### **Opening Exercise (0 points)**

#### **Discussion (25 points)**

#### **Mastery Exercise (10 points)**

#### **Portfolio Milestone (40 points)**

##### **OPTION #1:**

The Portfolio Project for this course involves crafting a global content strategy for your simulated startup business of choice, selected in Module 2 of the course, as well as developing—as part of the global content strategy—intelligent content for this business through the WordPress platform and additional interconnected platforms.

In this module, you will create for your simulated business:

- A product or service description.
- A value proposition.
- A frequently asked questions (FAQ) text.

In developing content, you will make sure to observe the principles of modularity, structuration, reusability, format-free capability, and semantically rich propensity discussed previously in this course (for example, you will include modular elements such as title, teaser, and thesis statement, you will reuse information and visuals across documents, and you will ensure that your materials posted in Module 4 are coordinated with your materials posted in Module 6).

Additionally, you will disseminate the content you have created through the WordPress website account and social media accounts, cross-posting your content on these platforms.

##### **OPTION #2:**

The Portfolio Project for this course involves crafting a global content strategy for your simulated startup business of choice, selected in Module 2 of the course, as well as developing—as part of the global content strategy—intelligent content for this business through the WordPress platform and additional interconnected platforms.

In this module, you will create for your simulated nonprofit organization:

- A service or campaign description.
- A value proposition.
- A frequently asked questions (FAQ) text.

In developing content, you will make sure to observe the principles of modularity, structuration, reusability, format-free capability, and semantically rich propensity discussed previously in this course (for example, you will include modular elements such as title, teaser, and thesis statement, you will reuse information and visuals across documents, and you will ensure that your materials posted in Module 4 are coordinated with your materials posted in Module 6).

Additionally, you will disseminate the content you have created through the WordPress website account and social media accounts, cross-posting your content on these platforms.

## **Module 7**

### **Readings**

- Chapters 5 & 12 in *Intelligent content: A primer*
- Chapters 7 & 8 in *Wordpress: Build your own Wordpress website. Wordpress for small business*

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Mastery Exercise (100 points)**

### **Critical Thinking (130 points)**

#### **OPTION #1: Evaluating the Growth Level Regarding Content of an Organization**

For this assignment, you will read the white paper *WordPress and Higher Education* from Modern Tribe, then you will devise a slide presentation evaluating the growth level regarding content of a higher education institution mentioned in the white paper.

You will discuss the following aspects:

- Types of evergreen content utilized
- Content sequencing and modularity
- Content integration across platforms and venues
- Content adaptation to stakeholders
- Informed decision on growth level (the first steps, the young, the adolescent, the mature, or the sophisticated)

Requirements:

- Produce an 8-10-slide presentation, not counting the required title and reference slides.
- Include information from at least three scholarly or industry sources in addition to the required course readings.

Consult CSU-Global guidelines for producing a visual presentation prior to working on this assignment.

Your presentation must be formatted according to the CSU-Global Guide to Writing and APA. You can find additional helpful guides on making presentations in the CSU-Global Library.

## **OPTION #2: Evaluating Metrics for Content of an Organization**

For this assignment, you will read the white paper *WordPress and Higher Education* from Modern Tribe, then you will devise a slide presentation evaluating the metrics for content of a higher education institution mentioned in the white paper.

You will discuss the following aspects:

- Types of metrics utilized
- Use of metrics for content development
- Use of metrics for content marketing
- Evidence of content related impact through metrics utilization
- Effectiveness of metrics use for the organization

Requirements:

- Produce an 8-10 slide presentation, not counting the required title and reference slides.
- Include information from at least three scholarly or industry sources in addition to the required course readings.

Consult CSU-Global guidelines for producing a visual presentation prior to working on this assignment.

Your presentation must be formatted according to the CSU-Global Guide to Writing and APA. You can find additional helpful guides on making presentations in the CSU-Global Library.

### **Portfolio Milestone (40 points)**

#### **OPTION #1:**

The Portfolio Project for this course involves crafting a global content strategy for your simulated startup business of choice, selected in Module 2 of the course, as well as developing—as part of the global content strategy—intelligent content for this business through the WordPress platform and additional interconnected platforms.

In this module, you will create for your simulated business two additional pieces of content of your choice, as well as integrate these pieces of content through the WordPress and social media platforms. Utilize at least two plugins to integrate and evaluate content.

#### **OPTION #2:**

The Portfolio Project for this course involves crafting a global content strategy for your simulated startup nonprofit organization of choice, selected in Module 2 of the course, as well as developing—as part of the global content strategy—intelligent content for this nonprofit organization through the WordPress platform and additional interconnected platforms.

In this module, you will create for your simulated business two additional pieces of content of your choice, as well as integrate these pieces of content through the WordPress and social media platform. Utilize at least two plugins to integrate and evaluate content.

## Module 8

### Readings

- Chapters 8 & 13 in *Intelligent content: A primer*
- Zilincan, J. (2015). Search Engine Optimization. Conference Proceedings, European Institute of Applied Science and Management.

### Opening Exercise (0 points)

### Discussion (25 points)

### Mastery Exercise (10 points)

### Portfolio Project (200 points)

#### **OPTION #1:**

The Portfolio Project for this course involves crafting a global content strategy for your simulated startup business of choice, selected in Module 2 of the course, as well as developing—as part of the global content strategy—intelligent content for this business through the WordPress platform and additional interconnected platforms.

Provide a 5-7-page paper including the global content strategy you are proposing for your business, as well as examples in support of the strategy from the materials you have produced in the Portfolio Milestone assignments. Your global content strategy paper should include—in addition to the title page in the beginning and the references page at the end—formatted appropriately in APA style, the following:

- Executive summary
- Team, audience, and platform exigencies
- Relevant aspects of content development and content marketing, with a focus on explaining how your intelligent content is suitable for global settings
- Relevant aspects of evaluation and optimization
- Conclusion, including overall assessment of project performance and barriers removed

Consult CSU-Global guidelines for writing a paper prior to working on this assignment.

Your paper must be formatted according to the CSU-Global Guide to Writing and APA. You can find additional helpful guides on writing papers in the CSU-Global Library.

#### **OPTION #2:**

The Portfolio Project for this course involves crafting a global content strategy for your simulated startup nonprofit organization of choice, selected in Module 2 of the course, as well as developing—as part of the global content strategy—intelligent content for this nonprofit organization through the WordPress platform and additional interconnected platforms.

Provide a 5-7-page paper including the global content strategy you are proposing for your nonprofit organization, as well as examples in support of the strategy from the materials you have produced in the Portfolio Milestone assignments. Your global content strategy paper should include—in addition to the

title page in the beginning and the references page at the end—formatted appropriately in APA style, the following:

- Executive summary
- Team, audience, and platform exigencies
- Relevant aspects of content development and content marketing, with a focus on explaining how your intelligent content is suitable for global settings
- Relevant aspects of evaluation and optimization
- Conclusion, including overall assessment of project performance and barriers removed

Consult CSU-Global guidelines for writing a paper prior to working on this assignment.

Your paper must be formatted according to the CSU-Global Guide to Writing and APA. You can find additional helpful guides on writing papers in the CSU-Global Library

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## **COURSE POLICIES**

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### **Course Grading**

20% Discussion Participation  
0% Opening Exercises  
8% Mastery Exercises  
37% Critical Thinking Assignments  
35% Final Portfolio Project

<b>Grading Scale</b>	
A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9
F	59.9 or below

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## **IN-CLASSROOM POLICIES**

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For information on late work and incomplete grade policies, please refer to our **In-Classroom Student Policies and Guidelines** or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

### **Academic Integrity**

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /repurposing your own work (see CSU-Global Guide to Writing & APA for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and internet resources.

### **Citing Sources with APA Style**

All students are expected to follow the CSU-Global Guide to Writing & APA when citing in APA (based on the most recent APA style manual) for all assignments. A link to this guide should also be provided within most assignment descriptions in your course.

### **Disability Services Statement**

CSU-Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email [ada@CSUGlobal.edu](mailto:ada@CSUGlobal.edu) for additional information to coordinate reasonable accommodations for students with documented disabilities.

### **Netiquette**

Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults, or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom. If you have concerns about something that has been said, please let your instructor know.