Hartland College | 2024–2025

Courseload was completed for each of the following courses: Digital Marketing, Content Marketing & Storytelling Techniques (With an emphasis on Christian Storytelling

2024 Fall Term: Digital Marketing Coursework Completed

Topic	Key Areas Covered
Web Design	• Study of web design frameworks for evaluating and improving website usability and performance. • Fundamentals of designing websites from concept to launch.
Analytics	• Understanding of key performance indicators (KPIs) for different website types. • Analysis of e-commerce conversion funnels and attribution models to determine high-ROI channels.
Search Engine Optimization (SEO)	• Techniques for improving organic search visibility and rankings through on-page and off-page optimization.
Search Engine Marketing (SEM)	• Principles of creating and managing paid search campaigns. • Methods for analyzing campaign effectiveness and improving conversion rates.
Online Advertising	• Overview of display advertising strategies and performance measurement through return on ad spend (ROAS).
Email Marketing	• Best practices for email list growth, segmentation, and broadcast campaign management.
Social Media Marketing	• Strategies for designing and implementing effective social media campaigns to build engagement and brand awareness.
Reputation Management	• Approaches to monitoring and improving online brand reputation through digital channels.
Digital Marketing Strategy	• Frameworks for developing integrated digital marketing strategies and budget allocation across channels. • Focus on demand generation, conversion optimization, and customer retention.
AI Strategy in Marketing	• Application of generative AI tools to enhance digital marketing efficiency and campaign performance.

2025 Winter Term: Content Marketing Coursework

Topic	Key Areas Covered
Introduction to Content Marketing	• Definition, history, and evolution of content marketing. • Role of content across the Buyer's Journey. • Overview of content types and how they differ across B2B, B2C, and ministry contexts.
Content Marketing Fundamentals	• Audience research and persona development. • Understanding reader intent and mapping content to each stage of the buyer's journey. • Aligning content strategy with business goals.
AI and Content Marketing	• Exploration of AI applications and ethical considerations. • Understanding the 'Human in the Loop' concept for maintaining authenticity and quality.
SEO for Content Marketers	• Basics of search engine optimization as applied to content writing. • Understanding E-A-T (Expertise, Authority, Trust) and its impact on content performance.
The Craft of Writing for Content Marketing	• Creating content briefs and writing with clarity and purpose. • Applying the Rule of One, user experience principles, and conversational tone. • Navigating editing and approval workflows in professional settings. • Understanding on-page SEO elements and semantic optimization.
Storytelling in Content Marketing	• Role of storytelling in engaging audiences. • Understanding the 'Hero' concept and story structures used in marketing content.
Optimizing Content for Performance	• Organizing ideas for clarity and engagement. • Using micro-content and models like PBA for SEO and user experience optimization.
Practical Application: Writing Skills	• Writing compelling headlines, calls-to-action, and landing pages that convert. • Understanding power words and the psychology behind effective messaging. • Developing swipe files and reference materials.
Practical Application: Email Marketing	• Structure and purpose of different email types: preselling, newsletters, storytelling, and CTAs. • Crafting subject lines and email arcs for engagement and conversion.
Writing for Organic Traffic	• Strategies for creating content that attracts search traffic.

	• Techniques for topic clustering, pillar pages, and cornerstone content.
Content Marketing Strategy and Review	• Building a comprehensive content marketing strategy. • Reflection on real-world applications, key takeaways, and course feedback.

Spring Term 2025: Storytelling Techniques Coursework

Topic	Key Areas Covered
Introduction to Christian Storytelling	• Overview of storytelling within the Christian tradition and its significance in faith-based communication. • Audience analysis and persona development. • Balancing storyteller needs with reader or viewer expectations. • Examination of biblical narratives and oral storytelling traditions.
Ethical and Moral Considerations	• Exploration of ethical issues such as representation and authenticity. • Application of Christian moral principles and counsel from Ellen G. White. • Ensuring narrative alignment with Christian values and integrity.
Fiction vs. Nonfiction Storytelling	• Understanding the distinctions between fiction and nonfiction and their effects on audience perception. • Evaluation of strengths and challenges of each genre in faith-based contexts.
Fundamentals of Narrative Structure	• Study of core storytelling elements: plot, character, and theme. • Techniques for creating structured narrative outlines.
Character Development and Christian Themes	• Approaches for building relatable and value-driven characters. • Integration of faith principles into character arcs. • Case studies of character-centered Christian media.
The Role of Conflict in Storytelling	• Understanding conflict as essential to narrative tension and resolution. • Examination of biblical perspectives on conflict and redemption.
The Hero's Journey Framework	• Study of Joseph Campbell's Hero's Journey model. • Application and critique of this framework in Christian storytelling.
Alternative Story Structures	• Exploration of narrative models such as the three-act structure and Pixar framework.

	• Comparison of structural approaches used in Christian media.
Collaborative Storytelling Projects	• Group-based project planning and creative development. • Application of collaborative storytelling techniques in a workshop format.
Presentation and Critique	• Group presentations of final projects. • Peer feedback, reflective discussion, and final evaluation.