

Sapir International Syllabus

Course Details

Course Title: Digital Content Development

Academic year: 2020

Semester: B (Spring)

Class location: Sapir eXlab

Course Academic Design

Sapir Credits: 1

Cycle: BA

Academic Department: Entrepreneurship, Innovation and Technology Lab

About the Instructor

Instructor: Dr. Ohad Shaked

Office hours: After class

Contact information: shakohad@gmail.com

Course Goals and Learning Outcomes

Course description:

This course is based on the philosophy that the work of content development is positioned at the intersection of technique, science and art. The course will therefore focus on providing students with tools and thinking approaches that will enable them to establish unique content development styles. Course methodology will use theory, case studies and practical experience. Students are expected to attend classes regularly and come prepared for them and initiate a content project individually or with a partner.

Course objective:

This course will provide the thinking fundamentals behind the development of digital marketing content, including planning, leading and managing digital content enterprises. The course will give key tools for those interested in working as digital content developers or managers.

Teaching schedule and topics:

	Topic	Pre-reading	Comments
Part A	<ol style="list-style-type: none"> 1. Course introduction 2. What is digital content 3. Setting content goals 	<p>*Negroponte, N., Harrington, R., McKay, S. R., & Christian, W. (1997). Being digital. Computers in Physics, 11(3), 261-262. Chapter 1 Niederer, S., & Van Dijck, J. (2010). Wisdom of the crowd or technicity of content? Wikipedia as a sociotechnical system. New Media & Society, 12(8), 1368-1387. Rowley, J. (2008). Understanding digital content marketing. Journal of marketing management, 24(5-6), 517-540.</p>	Approval of final project and reading list
Part B	Data, information and digital content: Collecting and generating information.	<p>*Bettman, J. R., & Kakkar, P. (1977). Effects of information presentation format on consumer information acquisition strategies. Journal of Consumer Research, 3(4), 233-240. Hunter, L. (1998). Text nouveau: visible structure in text presentation. Computer Assisted Language Learning, 11(4), 363-379.</p>	Submission of Content Persona Identification document and informational structure
Part C	Psychology and digital content	<p>*Dessart, L., Morgan-Thomas, A., & Veloutsou, C. (2016). What drives anti-brand community behaviours: an examination of online hate of technology brands. In Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era (pp. 473-477). Springer, Cham.</p>	

		Speier, C., Vessey, I., & Valacich, J. S. (2003). The effects of interruptions, task complexity, and information presentation on computer-supported decision-making performance. <i>Decision Sciences</i> , 34(4), 771-797.	
Part D	Setting content criteria and measuring		Guidelines for final assignment
(Bonus) Content and personal mentoring	Student presentations		

Course Materials

Required texts and materials:

Required texts are listed in the table above. In addition, every pair will be requested to read specific materials relevant for their project.

Work Assignments and Assessment

Course assignments, assessment, and final course grade

Attendance and active participation in the workshop are mandatory.

Work Assignment	% of Final Grade
Stage A: Content Persona Identification	20%
Stage B: Informational structure	20%
Stage C: Personal content for social media	20%
Final project (due 1 month after the course)	40%
TOTAL	100%