Annex No. 3		**First Cycle Studies Course Programme**			
1.	Course Title	Creativity and Content Marketing			
2.	Code	MKT 420			
3.	Study programme	Marketing			
4.	Organizer of the study programme (university unit i.e. institute, chair, department)	Ss. Cyril and Methodius University in Skopje Faculty of Economics - Skopje Chair of Marketing			
5.	Level (first, second, third cycle)	First cycle			
6.	Academic year / semester	2022-2023 / Fourth year / eighth semester (summer semester)	7.	Number of ECTS credits	7,5
8.	Professor	Prof. Anita Ciunova-Shuleska, PhD			
9.	Preconditions for enrolment	None			

10.	**Course Objectives (Competencies):**
	After completing the course:

1. The student should be acquainted with content creation process.
2. The student should be acquainted with content marketing strategy.
3. The student should be acquainted with creating visual content for different industries and media (online and offline).
4. The student should be acquainted with influencer marketing for creating and promoting brand-related content.
5. The student should know how to use graphic design tools (Photoshop and Illustrator) to create visual content.

11.	Course content:
	The purpose of this subject is to introduce students to the process of creating content for different media through the use of graphic design tools Photoshop and Illustrator, and more specifically:

1. Content marketing approach
2. Content creation process
3. Content marketing planning
4. Creating content for different media (online and offline)
5. Graphic design for content marketing
6. Revision of content creation process

12.	Learning methods:
	Lectures with presentations, interactive lectures, teamwork, guest lecturer, case studies, preparation and presentation of a project assignment.

13.	Total hours		7.5 ECTS x 30 classes = 225 classes	
14.	Allocation of hours per activity		60 + 30 + 30 + 15 + 90 = 225 classes	
15.	Types of teaching activities	15.1.	Lectures-theoretical classes	60 classes
		15.2.	Exercises (laboratory, auditory), seminars, teamwork	30 classes
16.	Other types of activities	16.1.	Seminar paper / project / research (presentation: written and oral)	30 classes
		16.2.	Individual assignments	15 classes
		16.3.	Home-study	90 classes
17.	Grading method			60+30+10 = 100 points
	17.1.	Tests		60 points
	17.2.	Seminar paper / project (presentation: written and oral), laboratory exercises		30 points
	17.3.	Activity and participation		10 points
18.	Grading scale		Less than 50 points	5 (five) (F)
			From 51 to 60 points	6 (six) (E)

				From 61 to 70 points	7 (seven) (D)
				From 71 to 80 points	8 (eight) (C)
				From 81 to 90 points	9 (nine) (B)
				From 91 to 100 points	10 (ten) (A)
19.	Preconditions for taking the final exam			Realized activities from points 15 and 16	
20.	Language			Macedonian (or English)	
21.	Evaluation method			Internal evaluation and survey	
22.	Literature				

		Compulsory literature			
	22.1.	No.	Author	Title	Publisher	Year
		1.	Bly, R. W.	The Content Marketing Handbook	Entrepreneur Media	2020
		2.	Pulizzi, J.	Epic content marketing, how to tell a different story, break through the clutter, and win more customers by marketing less	McGraw-Hill	2014

		Additional literature			
	22.2.	No.	Author	Title	Publisher	Year
		1.	bdmpublications.com	Photoshop for Beginners	7th Edition, Papercut Limited	2021
		2.	Rawlinson, N.	Photoshop for Beginners	Dennis Publishing Ltd.	2013
		3.	Sessions.edu	Graphic Design Portfolio-Builder: Adobe Photoshop and Adobe Illustrator Projects	Peachpit Pr	2005