

Module code	CON7X3	Level	7
Module title	The Business of Content	Credit value	20
Programme(s) on which the module is taught	MA Content Creation	ECTS Credits	10
		Notional learning hours	200

1. Pre-requisite modules

None

2. Module aims

This module will explore the commercial aspects of content creation, including how creators can monetize content. You will understand how to build and market your brand as a creator. You will learn how to cost productions accurately, set rates, understand the potential value for your creative work, and understand brand partnerships' financial and considerations.

You will discover how brands and agencies engage with content creators as partners (influencers/brand ambassadors) and producers (as freelance creatives).

You will analyse potential revenue streams for content creators/influencers from affiliate marketing, display advertising to sponsored posts/brand campaigns.

Students will anatomise market research to understand segmentation, focusing on the psychographic drivers of target market engagement. This analysis will be translated into a creative brief and a dynamic campaign, useful across the digital marketing trifecta.

The module will explore contractual obligations, required deliverables, and potential formats. You will understand the legal and regulatory considerations when promoting products and services as a content creator or through commercial collaborations.

You will understand how to build an efficient and well-suited production team and harness their creative potential with pre-production, cost-effective shooting scheduling, and post-production. You will understand the terms and financial implications of copyright, usage, and buyouts for all created and sourced media.

Ultimately effective content creation involves much more than achieving arbitrary metrics and engagement stats. Students in this module will put into practice the required strategies and creativity to turn business objectives into audience action that delivers real results.

3. Learning outcomes

Upon successful completion of this module, you will be able to:

LO 2- Evaluate commercial opportunities and effectively manage the monetization of your content and brand.

LO 3- Use data analytics to identify a target audience, suitable social media platforms, test potential content and plan promotional campaigns.

LO 4- Create scripted communications and content for a variety of media formats and platforms, with a strategic purpose.

LO 5- Make strategic business decisions to protect and amplify your personal brand and grow your community.

LO 9 - Develop, manage and nurture professional relationship with key contacts such as PR agencies, in-house marketing teams and talent agents.

4. What you will do in this module

You will create a unique content creation brand, define your target market, your offering's growth potential, and reach beyond existing demand. You will explore how to write and negotiate contracts with brands as a freelance creative or influencer/brand ambassador. You will understand how to write, interpret and action a professional creative brief.

You will investigate strategies to self-promote your content through SEO and social media groups, content promotion networks, and paid media. You will recognise how market research is analysed and segmented across the digital landscape. You will explore how brands evaluate content value through key performance metrics and maximise your content to those parameters.

Finally, you will devise and develop a digital marketing campaign in preparation for the major project. This will include a bold creative approach, including initial content conceptualisations and clear, consistent messaging. Ultimately it will present an engaging omnichannel mix to leverage earned, owned, and paid media for a comprehensive digital marketing strategy.

5. Learning and teaching methods

This module will be delivered through workshops and classes; supported by group and individual tutorials. Your work will be presented to lecturers and your peers to share working processes, knowledge, and best practices. You will learn through critique, self-and peer-reflection.

The notional learning hours for this module are:

20 credit module – 200 learning hours	
Directed learning	44 hours
Workshops / classes	44
Collaborative Learning	16 hours
Tutorials	5
Asynchronous interaction	11

Self-directed learning	140 hours
Self-Directed learning (pre & post class)	70
Preparation for assessment, response to feedback and summative assessment	70
Total	200

6. Assessment, formative feedback and relative weightings

Summative Assessment 1 - Content Pitch to Industry (30% TMM)

You will individually create a 15-minute content pitch for an existing brand. This will be driven by a supplied creative brief and a target market overview. You will be coached in presentation tactics and techniques. You will present to a panel of tutors and industry decision-makers.

The aim will be to prepare you for pitching in the highly competitive environment of advertising, marketing, and content creation.

Formative Assessment 1

Formative feedback will be will take the form of submission of rough cuts/drafts/versions of content before the final submission. This will include a rehearsal of your pitch for feedback.

Summative Assessment 2 - Digital Marketing Campaign (70% TMM)

You will individually devise a marketing campaign for your content creation brand. This campaign will define potential clients and commercial partners. It will outline the goals, determine market relevance, strategies for audience targeting, and channel integration. You will deliver the branded campaign online to the highest professional standard by creating a dedicated website.

The central aim will be two-fold, to prepare the groundwork for the major project and give you a comprehensive marketing strategy for the launch of your content creation brand and future business goals.

Formative Assessment 2

Formative feedback will take the form of submission of rough cuts/drafts/versions of content before the final submission.

7. Mapping of assessment tasks for the module										
Assessment tasks	Programme Learning Outcomes									
	1	2	3	4	5	6	7	8	9	10
Assessment 1: Content Pitch to Industry	n/a		X	X		n/a	n/a	n/a	X	n/a
Assessment 2: Digital Marketing Campaign	n/a	X	X	X	X	n/a	n/a	n/a		n/a

8. Key resources (e.g. reading, audiovisual)

Core textbook

Carlos Gil (2021) The End of Marketing: Humanizing Your Brand in the Age of Social Media, Kogan Page

Further reading

Chaffey D. and Ellis-Chadwick, F. (2015), Digital Marketing: Strategy, Implementation & Practise, Pearson

Godin, S. (2012) All Marketers Are Liars (Tell Stories), Penguin

Handley, A. & Chapman, C.C. (2012) Content Rules, John Wiley & Sons

Ibach, I (2015) How to Write an Inspired Creative Brief, Juju Books

Neumeier, N. (2001) Zag: The Number-One Strategy of High-Performance Brands, Pearson

Reynolds, R. (2011) Presentation Zen, New Riders

Walter, E. (2011) The Power of Visual Storytelling, McGraw-Hill

Other resources

Campaign <https://www.campaignlive.co.uk/media>

Mintel <https://www.mintel.com/>

The Drum <https://www.thedrum.com/>

Advertising Age <https://adage.com/>

The Guardian Media <https://www.theguardian.com/uk/media>

WARC <https://www.warc.com/Welcome>

Academy of Marketing <https://www.academyofmarketing.org/>

Cannes Lions <https://www.canneslions.com/>

Seth Godin <https://www.sethgodin.com/>