Metropolitan State University

WRIT 302 : Content Strategy

A. Course Description

Credits: 2

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week :

MnTC Goals: Goal LS - Upper Division Liberal Studies

Content strategy encompasses the creation, management, testing, and governance of content, whether that be a website, printed document, social media, or other forms of information. In this class students will gain a comprehensive understanding of content for contemporary information-intensive organizations as well as hands-on skills to create effective, user-friendly, and culturally sensitive content.

B. Course Effective Dates: 12/14/2016 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. Know the role of content for the Web, digital, and other forms of media.
2. Analyze the rhetorical, technological, and human context of content.
3. Discover user goals and organizational objectives for content.
4. Identify main principles and best practices in creating and managing content.
5. Utilize the content strategy development processes and tools.
6. Develop a content strategy encompassing content and its governance.
7. Create effective content that meets user goals and organizational objectives.
8. Analyze and investigate the effectiveness of content for user experience.

E. Learning Outcomes (MN Transfer Curriculum)

Goal LS - Upper Division Liberal Studies

None

G. Special Information

Prerequisites: Completion of Goal I.