

COMMUNICATIONS COUNCIL MEDIA UNIVERSITY  
AMU 412: CONTENT STRATEGY—PART I

Additional Course Resources

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I. Examples

Links in this section were referenced throughout the presentation slides.

2015 Content Marketing Benchmarking Survey, by the Content Marketing Institute:  
<http://contentmarketinginstitute.com/research/>

U.S. Chamber’s “Above the Fold” blog: <https://www.uschamber.com/above-the-fold>

McCormick’s FlavorPrint Platform: <http://www.mccormick.com/FlavorPrint>

GE’s World in Motion: <http://www.ge.com/world-motion>

NASA’s Astronomy Picture of the Day: <http://apod.nasa.gov/apod/astropix.html>

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II. Further Reading

Links in this section provide alternate perspectives, additional data and information that complement our presented material.

*Content Strategy for the Web*, Second Edition. (Kristina Halvorson)

“The Evolution of Content Marketing: Past, Present, and Future” by MarketerGizmo:  
<http://www.marketergizmo.com/the-evolution-of-content-marketing-past-present-and-future/>

“Marketing is a (Buyer) Journey, Not a Destination” by IBM and the CMO Club:  
[http://thecmoclub.com/wp-content/uploads/2015/08/ibm\\_research\\_brief\\_08.25.2015.pdf](http://thecmoclub.com/wp-content/uploads/2015/08/ibm_research_brief_08.25.2015.pdf)

“How CMOs are Spending Across the Customer-Buying Cycle” by AdAge:  
<http://adage.com/article/btob/cmospending-content-buying-cycle/300181/>