Content marketing is a dynamic field that leverages many of the skills that humanities and social science PhDs already have. Like academia, it relies on the ability to research difficult concepts, write compelling prose, and synthesize complex information. This quarter-long course will explore this field and its methods of persuasive communication. A combination of lectures and workshops will help students (1) develop a better understanding of content marketing, (2) practice writing in a range of professional genres, and (3) learn how to translate their academic skills to appeal to hiring managers. Students will leave the course with a portfolio of professional writing samples.

The instructor, Laura Stef-Praun, holds an English PhD from the University of Chicago (2010). She has led several large content marketing campaigns at Grant Thornton LLP, at iManage, and at Baker McKenzie. In 2018, Laura was awarded the prestigious Finny Award for content marketing. Even though she has not pursued her academic research beyond graduation, she’s often researching and writing (or managing) projects that deal with topics as varied as the Internet of Things (IoT), data privacy, zero trust security, or the emergence of hydrogen as a sustainable energy solution. Laura credits her UChicago training for her success in approaching any technical topic from a researcher’s point of view, with curiosity, steadfastness, and a high comfort level for the unknown.

Interested? Please apply by emailing Celeste Cruz-Carandang (cacarandang@uchicago.edu) a short (<250 words) email or cover letter that states why you wish to take the class and how it would advance your academic and/or professional goals. The application deadline is January 5, 2020.