

MKT556 Content Marketing

Level: 5

Credit Units: 2.5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

Content marketing is a critical cornerstone of an effective digital marketing campaign. As such, the objective of MKT556 Content Marketing is to provide the student with knowledge of content marketing strategies. In this course, students will learn the key components of content marketing strategies and how to develop strategic plans for curating and publishing content as part of the digital marketing campaign. Specifically, students will engage in audience analysis, content development and curation, scheduling, and publishing as part of the content marketing strategy. The course will be conducted as a hands-on seminar style format and students are expected to have access to laptops as we will be utilizing some online content marketing tools. At the end of this course, students will learn how to strategically use content as part of a digital marketing campaign to engage and interact with a company's customers and other stakeholders.

Topics:

- Components of Content Marketing
- Developing Content Marketing Strategy
- Matching Personas to Hero Journey: Case Studies
- Implementing Content Marketing Plan
- Managing the Content Marketing Process
- Applying Content Marketing on Online System

Learning Outcome:

- Evaluate the benefits of content management and content marketing for digital marketing
- Assess how content marketing enables companies to engage prospects and customers
- Propose how to curate and develop effective content for customer engagement
- Construct content marketing goals that are aligned to digital marketing campaigns
- Create a viable content distribution plan
- Evaluate different types of content marketing strategies
- Set up content marketing plans in existing content management suites and online tools
- Demonstrate proficiency in communication.
- Display proficiency in group work.

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
GROUP BASED ASSIGNMENT	25
PRE-COURSE QUIZ	10
PARTICIPATION	15
Sub-Total	50

Examinable Component	Weightage (%)
----------------------	---------------

ECA	50
Sub-Total	50

Weightage Total **100**