



SAINTGITS COLLEGE OF APPLIED SCIENCES

(Accredited with 'A' Grade by NAAC)

SAINTGITS
LEARN.GROW.EXCEL

DEPARTMENT OF BUSINESS ADMINISTRATION

ADD ON SYLLABUS – INTRODUCTION TO CONTENT MARKETING

Semester 6

Module 1

Introduction to Content Marketing - Applying the Behavioral Framework within a content marketing context, A content marketing business model.

Module 2

Defining Your Content Niche and Strategy - Content Maturity Model, Six principles of content marketing

Module 3

Developing and Distributing Content - Analyzing current content assets, Developing different types of content

Module 4

Marketing Content and Evaluating Impact - Content Marketing Pyramid

Module 5

Ethics/Diversity in Content Marketing - Importance of considering diversity in developing and marketing content, Ethical issues in the digital age

