

Department of BUSINESS ADMINISTRATION



INTRODUCTION TO CONTENT MARKETING

Value Added Course 2023 -24

Duration : 30 hours

Objectives

- The course aims to introduce the students to the principles, strategies, and practices of content marketing.
- Students will learn how to develop and execute effective content marketing strategies to attract, engage, and convert target audiences.

Expected Outcome

- To know about the concept and nature of content marketing.
- To learn the Content maturity Model and the basic principles of content marketing.
- To develop and execute effective content marketing strategies to attract, engage, and convert target audiences.

Syllabus

- **Module 1** - Introduction to Content Marketing
- **Module 2** - Defining the Content Niche and strategy
- **Module 3** - Developing and distributing content
- **Module 4** - Marketing content and evaluating impact
- **Module 5** - Ethics/ diversity in content marketing

Duration : 30 hours

LEARN. GROW. EXCEL

**THIS COURSE IS
DESIGNED TO EQUIP
STUDENTS WITH THE
KNOWLEDGE, SKILLS,
AND ABILITIES
NECESSARY TO
UNDERSTAND, EXECUTE
AND MEASURE
EFFECTIVE CONTENT
MARKETING
STRATEGIES.**