



**Subject:** Content Marketing - MBADM13509

**Type of course:** Major (Core)

**Prerequisite:**

Basic understanding of marketing principles and digital media landscape.

**Rationale:**

This subject is crucial for MBA students as it equips them with essential skills to leverage compelling content for driving brand awareness, customer engagement, and business growth in the digital age.

**Teaching and Examination Scheme:**

Teaching Scheme			Credits C	Examination Marks					Total Marks
CI	T	P		Theory Marks		Practical Marks		CA	
				ESE	MSE	V	P	ALA	
04	00	00	04	60	30	10	00	50	150

*Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; ESE – End Semester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA Active Learning Activities.*

**Course Content:**

Sr. No	Course content	Hrs.	% Weightage
1	<b>Introduction to Content Marketing</b> <ul style="list-style-type: none"> <li>Understanding the concept of content marketing</li> <li>Historical evolution and current trends</li> <li>Role of content marketing in the digital era</li> <li>Types of content and their significance</li> </ul>	15	25
2	<b>Content Strategy Development</b> <ul style="list-style-type: none"> <li>Identifying target audience and defining buyer personas</li> <li>Conducting content audit and competitor analysis</li> </ul>	15	25



	<ul style="list-style-type: none"> <li>• Setting SMART content marketing goals</li> <li>• Crafting a content strategy framework</li> <li>• Content ideation and planning</li> </ul>		
3	<p><b>Content Creation and Distribution</b></p> <ul style="list-style-type: none"> <li>• Principles of effective storytelling</li> <li>• Content creation best practices (text, images, videos, etc.)</li> <li>• Search engine optimization (SEO) for content</li> <li>• Content distribution channels (social media, email, blogs, etc.)</li> <li>• Content amplification and promotion strategies</li> </ul>	15	25
4	<p><b>Content Performance Measurement and Optimization</b></p> <ul style="list-style-type: none"> <li>• Key performance indicators (KPIs) for content marketing</li> <li>• Tools and techniques for content performance tracking and analysis</li> <li>• Interpreting data analytics to refine content strategies</li> <li>• A/B testing and continuous optimization strategies</li> <li>• Legal and ethical considerations in content marketing</li> </ul>	15	25

**Continuous Assessment:**

Sr. No	Active Learning Activities	Marks
1	<p><b>Blog Writing</b> Student will Create engaging, informative articles that showcase their expertise. Write compelling headlines, introductions, and conclusions. Upload PDF on GMIU Web Portal</p>	10
2	<p><b>Content making:</b> Student will Prepare a reel on any Service provider Firm of their choice and Upload the reel on GMIU Web Portal</p>	10
3	<p><b>Digital Portfolio making</b> Student will Prepare their own Digital portfolio with all the sufficient documents and expertise of their own and Upload the link of their portfolio on GMIU Web Portal</p>	10
4	<p><b>Key Word Finding:</b> Student will select two articles for content analysis and they have to find 10 key words from two articles. Upload PDF on GMIU Web Portal</p>	10
5	<p><b>Case Study:</b> Faculty will provide a topic and Idea related to case study. Students will prepare the solutions on the given case / situation and upload it to GMIU web portal.</p>	10
Total		50



**Suggested Specification table with Marks (Theory):60**

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	20%	30%	30%	10%	10%	-

Note: This specification table shall be treated as a general guideline for students and teachers.

The actual distribution of marks in the question paper may vary slightly from above table.

**Course Outcome:**

After learning the course, the students should be able to:	
CO1	Grasp the fundamental concepts of content marketing and understand its importance in modern business strategies.
CO2	Equip themselves with the skills to develop comprehensive content strategies tailored to specific business objectives and target audiences.
CO3	Gain proficiency in creating engaging content across various formats and platforms, optimizing it for search engines, and effectively distributing it to reach the intended audience.
CO4	Measure the effectiveness of content marketing campaigns, analyze data to identify areas for improvement, and optimize strategies for better results while adhering to legal and ethical standards.

**Instructional Method:**

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.



## Reference Books:

- [1] Pulizzi, J., & Barrett, N. (2015). *Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses*. McGraw-Hill Education.
- [2] Handley, A., & Chapman, C. C. (2018). *Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content*. Wiley.
- [3] Halvorson, K., & Rach, M. (2017). *Content Strategy for the Web*. New Riders.
- [4] Schaefer, M. W., & Smith, J. (2017). *The Content Code: Six Essential Strategies to Ignite Your Content, Your Marketing, and Your Business*. Mark W. Schaefer.
- [5] Davis, J. (2019). *Content Marketing Strategies for Dummies*. Wiley.

