



Gyanmanjari
Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies

Semester-3 (BBA)

Subject: Content Marketing – BBADM13310

Type of course: Major (Core)

Prerequisite:

Students should have basic understanding of marketing/digital marketing, strong communication, and have analytical mindset.

Rationale:

The course aims to provides in-demand digital skills and career paths, fostering communication, creativity, and data analysis. It also emphasizes ethical practices, preparing students for the modern digital world.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P	C	SEE	CCE		
					MSE	ALA	
4	0	0	4	100	30	70	200

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



Course Content:

Sr. No	Course content	Hrs.	% Weightage
1	Foundations of Content Marketing <ul style="list-style-type: none"> • Define content marketing and its evolution. • Significance in businesses. • Role in modern digital strategies. • Types of Content • Six guiding principles and their application in content strategy. 	15	25
2	Content Strategy and Audience Engagement <ul style="list-style-type: none"> • Defining content niche • Developing content strategy • Identifying target audiences • Building audience personas • Defining engagement cycle • Developing on-brand content 	15	25
3	Content Creation and Distribution <ul style="list-style-type: none"> • Principles of effective storytelling • Content creation best practices (text, images, videos, etc.) • Search engine optimization (SEO) for content • Content distribution channels (social media, email, blogs, etc.) • Content amplification and promotion strategies 	15	25
4	Content Marketing Measurement, Ethics, and Diversity <ul style="list-style-type: none"> • Content promotion strategies and measuring content effectiveness. • Content marketing pyramid • Key metrics and tools for content analysis. • Ethics in content marketing • Diversity in content marketing • Ethical issues in digital age 	15	25



Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	Blog Writing: Student will Create engaging, informative articles that showcase their expertise. Write compelling headlines, introductions, and conclusions. Upload PDF on GMIU Web Porta!	10
2	Audience Persona and Content Creation: Students will select a product of their choice and prepare content according to their targeted audience and upload content PDF on GMIU web portal.	10
3	Brand Ambassador Selection: Students, will develop criteria to select brand ambassadors for a fictional business, create a strategy for collaboration and upload PPT on GMIU web portal.	10
4	Content Making: Student will Prepare a reel on any Service provider Firm of their choice Upload the reel on GMIU Web Portal.	10
5	Ethical Social Media Post Creation: Students will create a social media post for a fictional brand focused on ethical messaging and inclusivity. They will craft a clear message, select visuals, considering ethical and diversity aspects and upload the JPEG file on GMIU web portal.	10
6	Case Study: 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.	10
7	Attendance	10
Total		70

Suggested Specification table with Marks (Theory): 100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	25%	25%	20%	10%	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	Understand content marketing concepts, benefits, strategies, models, and assessment, enabling them to recognize content's value and apply foundational principles.
CO2	Build effective on-brand content strategies by mastering audience understanding, niche definition, and engagement cycle development.
CO3	Create, distribute, and optimize content through evaluation, personalization, and strategic planning.
CO4	Master in content measurement, ethical practices, and diversity strategies, enabling data-driven and responsible content marketing.

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any 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. 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 the 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 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.

