

Course Title	<b>CONTENT MARKETING</b>
Course Code	<b>MKT 220</b>
Course Purpose and Objectives	The purpose of this course is to introduce students to content marketing and the importance of content marketing for the organization. Through this course learners will be able to identify and propose content suitable for different segments of the market. The course will teach learners how different media can be combined in order to create meaningful and successful content for an organization
Learning Outcomes	<ol style="list-style-type: none"> <li>1. Describe content marketing and its purpose.</li> <li>2. Identify the use of converged media</li> <li>3. Demonstrate how organize for a proper content that fits the marketing efforts of the organization</li> <li>4. Describe real time marketing and its fit in content marketing Explain how an organization evaluate the content marketing efforts</li> </ol>
Course Content	<ul style="list-style-type: none"> <li>• Introduction to Content Marketing</li> <li>• Content Marketing and its Strategy</li> <li>• Converged Media</li> <li>• Native Advertising</li> <li>• Organizing for Content</li> <li>• Culture of Content</li> <li>• Global Content Strategy</li> <li>• Real Time Marketing</li> <li>• Content Marketing Performance</li> <li>• Contextual Campaigns</li> </ul>