

Course Title	<b>CONTENT MARKETING</b>
Course Code	<b>MKT 400</b>
Course Type	<b>MAJOR REQUIREMENT COMPULSORY</b>
Course Purpose and Objectives	The aim of this course is to equip students with a comprehensive understanding of the strategic role content marketing plays in contemporary organizational success. Students will explore the significance of creating and delivering valuable, relevant, and consistent content to attract and retain clearly defined target audiences. Emphasis will be placed on the ability to analyze consumer segments and tailor content to meet the specific needs, preferences, and behaviors of each group.
Learning Outcomes	<ol style="list-style-type: none"> <li>1. Contrast the use of owned paid and earned media</li> <li>2. Experiment with the use of storytelling in content marketing</li> <li>3. Creating a culture of content within the marketing team</li> <li>4. Examine global content strategies</li> <li>5. Inspect the content marketing effectiveness</li> </ol>
Course Content	<p><b>Understanding Content Marketing</b></p> <p><b>Content Marketing and Strategic Alignment</b></p> <p><b>Converged Media in the Content Ecosystem</b></p> <p><b>Native Advertising in Content Strategy</b></p> <p><b>Structuring Content within the Organization</b></p> <p><b>Developing a Culture of Content</b></p> <p><b>Global Content Strategy (GCS)</b></p> <p><b>Real-Time Marketing and Content Agility</b></p> <p><b>Measuring Content Marketing Performance</b></p>