

KLE Society's
Lingaraj College, Belagavi
(Autonomous)

Department of BBA

B.B.A. : V Semester

Content Marketing
(w.e.f. 2018-19 onwards)

Teaching hours per week – 04 :	Maximum Marks	:	100 Marks
	Semester End Examination	:	70 Marks
	Internal Assessment	:	30 Marks

Course Outcomes:

On completion of this course, the students will be able to:

1. Students will learn to be able to define Content Niche and build audience personas.
2. Students will learn to harness the power of words to disseminate information.
3. Students will learn various ways to generate engaging and persuasive content.
4. Students will be able to use content marketing strategies, tactics, and best practices to produce fetching content.

Syllabus

Modules	Syllabus	HOURS
Module 1	Introduction to Content Marketing - Applying the Behavioral Framework within a content marketing context, A content marketing business model.	08
Module 2	Defining Your Content Niche and Strategy - Content Maturity Model, Six principles of content marketing, Treating content as an asset, Building audience personas, Defining the engagement cycle, Developing on-brand content, Creating brand ambassadors, Enhanced branding through content marketing.	14
Module 3	Developing and Distributing Content - Analyzing current content assets, Developing different types of content, Finding good content within your organization, Creating content your audience wants , Developing an	16

	effective editorial calendar.	
Module 4	Marketing Content and Evaluating Impact - Content Marketing Pyramid, Brief overview analytics and tracking	10
Module 5	Ethics/Diversity in Content Marketing - Importance of considering diversity in developing and marketing content, Ethical issues in the digital age.	06
Module 6	Putting it All Together - Best practices in content marketing , Applying principles in real world case studies	06

Reference Books:

1. Social Marketing in India 1st Edition (Sameer Deshpande, Philip Kotler, Nancy R. Lee)
2. Marketing with Social Media (Linda Coles)
3. The Social Media Marketing Book (Dan Zarrella)
4. Social Media Marketing 1st Edition (Michael R. Solomon, Tracy Tuten)
5. The Art of Social Media: Power Tips for Power Users (Guy Kawasaki, Peg Fitzpatrick)