DMKT2230 - Content Marketing in the Age of AI

Credits:	3 (3/0/0)
Description:	Content Marketing in the Age of Artificial Intelligence (AI) explores modern strategies, tools and technologies used to plan, create, optimize and distribute digital content across a combination of different media forms. Students learn to develop content that aligns with business goals, audience needs and platform algorithms while using AI to enhance research, creativity, personalization and performance measurement. The course also examines ethical content practices, accessibility considerations and the integration of content across earned, owned and paid media ecosystems.
Prerequisites:	
Corequisites:	
Pre/Corequisites*:	
Competencies:	1. Identify the core components, frameworks and strategic purposes of content marketing within Business to Business (B2B) and Business to Consumer (B2C) contexts. 2. Analyze audience behavior, customer motivations and pain points using customer journey mapping, persona development and AI-assisted research tools. 3. Differentiate earned, owned and paid media channels and apply effective distribution strategies. 4. Design brand-aligned written, visual and multimedia content using AI-enhanced tools such as generative writing platforms, image creation tools and video editing software. 5. Explain how AI, data-driven insights and automation technologies are transforming modern content strategy, creation and distribution of workflows. 6. Assess content performance using analytics platforms and recommend data-backed improvements. 7. Apply Search Engine Optimization (SEO) principles, including keyword strategy, semantic optimization and search intent analysis, to create content that increases visibility across search engines and social platforms. 8. Create ethical, accessible and inclusive content by applying industry best practices and critically evaluating AI outputs for bias, copyright issues, accuracy and appropriateness. 9. Review content promotion tactics, including Influencer/User Generated Content (UGC), social distribution, paid content amplification and email workflows to increase engagement and reach.
MnTC goal areas:	None

Can be taking as a Prerequisite or Corequisite.

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