

## DMKT2300 - Content Marketing

Credits:	3 (3/0/0)
Description:	Content marketing involves planning, creating and distributing relevant and consistent content to a target audience using digital media. Emphasis will be placed on creating visual content to capture and engage an audience for both consumer and business markets.
Prerequisites:	• DMKT2200
Corequisites:	
Pre/Corequisites*:	
Competencies:	<ol style="list-style-type: none"><li>1. Identify the components of content marketing for both business-to-business (B2B) and consumer markets.</li><li>2. Align business goals with content marketing.</li><li>3. Apply customer journey mapping to customer needs and motivations.</li><li>4. Differentiate contextual and behavioral targeting in content strategy.</li><li>5. Create actionable content marketing brand personas.</li><li>6. Develop content intelligence and customer insight through research methods.</li><li>7. Differentiate content channels for earned, owned and paid media.</li><li>8. Examine techniques to promote content through earned media.</li><li>9. Examine design techniques for creating positive customer emotional experiences.</li><li>10. Apply visual design and written best practices to content.</li><li>11. Create paid advertising content for consumer and business markets.</li><li>12. Examine best practices in developing video advertising content.</li><li>13. Examine content management systems and software.</li></ol>
MnTC goal areas:	None

\*Can be taking as a Prerequisite or Corequisite.