

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"> 1. Identify the components of content marketing for both business-to-business (B2B) and consumer markets. 2. Align business goals with content marketing. 3. Apply customer journey mapping to customer needs and motivations. 4. Differentiate contextual and behavioral targeting in content strategy. 5. Create actionable content marketing brand personas. 6. Develop content intelligence and customer insight through research methods. 7. Differentiate content channels for earned, owned and paid media. 8. Examine techniques to promote content through earned media. 9. Examine design techniques for creating positive customer emotional experiences. 10. Apply visual design and written best practices to content. 11. Create paid advertising content for consumer and business markets. 12. Examine best practices in developing video advertising content. 13. Examine content management systems and software.
MnTC goal areas:	None

*Can be taking as a Prerequisite or Corequisite.