COURSE SYLLABUS

Content Marketing Bootcamp

This course offers a comprehensive exploration of content marketing, covering topics such as content creation, promotion, and measurement. Gain valuable insights and learn the best practices for effectively utilizing content creation to promote your brand in this accelerated class.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://sdfm.graduateschool.edu/courses/digital-marketing-strategies-advanced



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Course Outline

Content Marketing

Introduction to Content Marketing

- What is content marketing
- The Role of content marketing
- Planning your content strategy
- Creating a content calendar

Content Creation

- The different types of content
- Mapping content to buying stages
- Utilizing content curation
- Content creation best practices

Content Promotion

Content promotion best practices

Content Measurement

- Why you need to promote your content
- Where to promote your content
- Creating a content promotion plan
- How to measure the success of your content marketing
- KPIs for content marketing
- Identifying opportunities to maximize results