

IMK322 : Content Strategy, Development, and Marketing

The Content Strategy, Development, and Marketing course examines the life cycle of content creation and delivery, from the development of strategies and processes to the evaluation of results. Students will learn how to create and distribute relevant and valuable content to defined target audiences in order to achieve specific marketing goals. By examining a variety of content-marketing techniques, students will learn how to create editorial calendars, assess which distribution channels will best help them reach their audiences, and evaluate the success of each type of content-marketing strategy.

Credits 3