

Designed for:
Digital Marketing course students

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Module 3 Title: Content Marketing and Social Media

Module no.3	Module Objective1	Online Module content	Evaluation method (online):	Target group
Content Marketing & Social Media	<p>Module Objective1 Define and differentiate inbound and outbound marketing strategies.</p> <p>Module Objective 2 Create a blog content calendar based on customer needs and business objectives.</p>	<p>1. Content Marketing: Definition and Strategy</p> <p>2. Content Marketing Types: Blog</p> <p>3. Content Marketing: Social Media</p> <p>4. Content Marketing Types: Video</p> <p>5. Content Marketing Types: Email Marketing</p>	<p>✓ <i>As learning:</i> Discussion boards, quizzes, and student presentations.</p> <p>✓ <i>For learning:</i> Q&A sessions, group projects, and group case study discussions.</p> <p>✓ <i>Of Learning</i> Case study analysis, and Assignments.</p>	<ul style="list-style-type: none"> The course will focus on students who are in their 1st and 2nd year. Business administration and economics students. With a focus on Digital Marketing specialization students. Students from other programs who are interested in digital marketing principles.
Proportion F2F and distance <ul style="list-style-type: none"> 30% Online 60% F2F 10% Field Visit/ (LMT) 	<p>Module Objective3 Apply the AIDA model to develop compelling content for various platforms.</p> <p>Module Objective4 Craft persuasive and attention-grabbing content titles for blog posts and articles.</p>	<p>F2F Module content</p> <p>1. Content Marketing Types: Blog</p> <p>2. Content Marketing: Social Media</p> <p>3. Content Marketing Types: Video</p> <p>4. Content Marketing Types: Email Marketing</p> <p>5. Content Marketing: Planning</p>	<p>Evaluation method (F2F):</p> <p>✓ <i>As learning:</i> Quizzes and student presentations</p> <p>✓ <i>For learning:</i> In-class discussions and group project presentations and discussions.</p> <p>✓ <i>Of Learning</i> Exams.</p>	
Group size Small: (20-30 students)	<p>Module Objective5 Identify and analyze the strengths and weaknesses of major social media platforms.</p> <p>Module Objective6 Develop targeted social media campaigns aligned with specific business goals.</p>	Field visit Module content Project: Digital marketing campaign for a local company.		
Needs		<p>ILO's</p> <ol style="list-style-type: none"> Understand the fundamentals of inbound marketing and content marketing Develop a content marketing strategy for a blog The students know the main rules in the preparation of blog content. Learn how to use different social media platforms effectively, from creating engaging content to targeting the right people. The students know how the AIDA methodology helps with blog content creation. The students will understand the benefits of social media marketing for business. The students know how to plan & create social media content. 		