COURSE SYLLABUS

Content Marketing Course Online

This self-paced course delivers an in-depth look at content marketing, focusing on how to create, distribute, and measure content effectively. You'll gain practical insight into proven best practices and learn how to use content strategically to strengthen brand visibility and engagement.

> Group classes (Live Online) and onsite training are available for this course. For more information, email partnerships@vdci.edu or visit: https://vdci.edu/courses/content-marketing-course-online



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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