

Program: “Mastering Content Marketing for Exquisite Brands”

Name of Faculty – Mr. Runal Mehta

E-mail Id – runal85@gmail.com | +91 9820990710

Learning Objectives	A content marketing course equips students with the knowledge, skills, and strategies needed to create, distribute, and optimize content effectively, contributing to successful marketing campaigns and growth.
Learning Outcomes	<p>Students will acquire the skills to develop a comprehensive content marketing strategy aligned with business objectives and audience needs vis-à-vis industry best practices and case studies of global brands.</p> <p>They will learn how to create high-quality and engaging content across various formats. Furthermore, they will gain insights into effective content distribution channels and promotional strategies, including social media, influencer collaborations, and partnerships.</p> <p>They will also develop the ability to track, measure, and analyse content performance using relevant metrics and AI tools.</p> <p>Throughout the program - students will also learn the intricacies of how Global Luxury Conglomerates operate and their increasing adoption of new age organic/inorganic content to attract customers to their iconic brands.</p> <p>They will be able to understand the importance of storytelling in content marketing for luxury brands, emphasizing the artistry and craftsmanship associated with luxury brands.</p>

SYLLABUS		
Module	Topics	Duration (Hours)
1.	Introduction to Content Marketing <ul style="list-style-type: none"> • Understanding the word ‘CONTENT’ & the Gamut of Content Marketing • Exploring 30+ successful content marketing case studies and examples of global brands 	2
2	Content Creation and Planning <ul style="list-style-type: none"> • Creating engaging content ideas vis-à-vis successful case studies of global brands • Incorporating storytelling techniques into content creation • Developing an calendar and content production workflow • Leveraging AI tools for Content Creation – ChatGPT etc. 	2
3	Content Optimization for Search Engines (SEO) & Social Media (SMO) <ul style="list-style-type: none"> • Understanding SEO & SMO fundamentals and its role in content marketing 	1
4	Content Distribution and Promotion <ul style="list-style-type: none"> • Exploring different content distribution channels (websites, social media, email etc.) 	2

	<ul style="list-style-type: none"> Implementing social media strategies for content promotion Leveraging influencers and partnerships for content creation and promotion 	
5	<p>The Gamut of User Generated Content</p> <ul style="list-style-type: none"> Creating sharable content and leveraging the power of UGC; e.g. #shotoniphone Engaging with the audience and building communities through content 	2
6	<p>Measuring Content Marketing Success</p> <ul style="list-style-type: none"> Defining relevant metrics and analytics tools for tracking performance Evaluating content engagement, traffic, conversions, and ROI 	2
7	<p>Content Marketing Ethics and Best Practices</p> <ul style="list-style-type: none"> Understanding ethical considerations in content marketing Adhering to legal and regulatory guidelines 	1
8	<p>Content Marketing Challenges and Future Trends</p> <ul style="list-style-type: none"> Discussing the future of content marketing and potential challenges 	2
9	<p>Introduction to Branding</p> <ul style="list-style-type: none"> What is a Brand and the Gamut of Branding Brand Elements: Meaning & Types of Brand Elements 	2
10	<p>Luxury Brand Management</p> <ul style="list-style-type: none"> Defining & Understanding the term 'Luxury' Key Segments under Luxury Branding - Hospitality, Travel, Automobile, Apparel, Accessories, Real Estate, Electronics etc. Market Size, Growth Factors and Key Markets for Luxury Brands Key Players in the Luxury Landscape The Luxury Client and Customer Behaviour 8 Ps of Luxury Branding 	3
11	<p>Growing dominance of content creation in the Luxury Branding Landscape.</p> <ul style="list-style-type: none"> Adoption of Digital & Social Media Strategy Content Marketing strategies of Luxury Brands; Livestreaming, Social Commerce etc. 	2
12	ICA	
	ICA 1 – Individual Presentation	2
	ICA 2 – In-Class Group Activity	3
	ICA 3 – Final Group Project	4
	TOTAL	30

ICA Marks	
ICA 1 – Individual Presentation	5 Marks
ICA 2 – In-Class Group Activity	15 Marks
ICA 3 – Final Group Project	25 Marks
Total	50 Marks