

SVKM's Narsee Monjee College of Commerce and Economics
(Autonomous)

Notice
Content Marketing - Certificate Course

18 November 2020

The BMS Department is facilitating a Certificate Course in 'Content Marketing' for all our college students.

The Course Fee is Rs. 3000 (Three Thousand Only)

The 15-hour course will comprise of 06 sessions of two and half hour each on Tuesdays and Fridays 3pm to 5.30pm commencing from Tuesday, 01 December 2020 on MS Teams. These sessions will not be scheduled during the upcoming Semester End Examinations.

The Course Outline is attached to this Notice.

BMS Coordinator, Mr. Conrad Coelho, will be the coordinator for this course. For further queries on the course, please email him: conrad.coelho@nmcce.ac.in

Limited seats available.

Last date for registration and fee payment is Wednesday, 25 November 2020. For registration and fee payment, please email Administration Director: pradeep.desai@nmcce.ac.in



Principal

Content, Communication & Consumers

Taming the *beast* that is Digital Content

- **Module 1: The Anatomy of 'Digital Content' (2.5 hrs)**
 - What is digital content
 - Types of digital content and their impact
 - The process of digital content creation
 - The cycle of digital content dissemination
 - How to build a robust digital content strategy
- **Module 2: The Digital Content Kaleidoscope (2.5 hrs)**
 - How Consumers look at content
 - How Brands look at Content
 - How Media Houses look at Content
 - How Aggregator platforms look at Content
 - How Creators look at Content
- **Module 3: The Business of Digital Content (2.5 hrs)**
 - Current Business Models
 - Linear and Transmission derived Digital content
 - Video on Demand –SVOD, AVOD, TVOD
 - Audio on Demand - Streaming vs Downloading
 - The Written word
 - Social Media based content businesses
 - Influencer Marketing

- **Module 4: Content Marketing (2.5 hrs)**
 - What is Content Marketing & When is it effective
 - How to measure Content Marketing
 - Content Marketing Crimes & Celebrations
 - Content Marketing and Consumers
 - Content Marketing Templates

- **Module 5: Branded Content (2.5 hrs)**
 - What is Branded content & how is it different from content marketing
 - Branded content work flow
 - Content vs Communication - How much is too much
 - Influencer driven branded content
 - Diverse Branded Content formats - Examples
 - The 5-step guide to commit branded content suicide
 - Final Evaluation briefing - Setting up the assignment and explaining Scope of Work, Assessment criteria and Evaluation metrics

- **Module 6: Let's Create some content (2.5 hrs)**
 - Individual Evaluation for all students on a one-one basis.
 - Highlighting few of the interesting submissions and evaluation of the same by the group
 - Key Take-outs and ancillary topics.

Course Outline Curated by: Gaurav Lulla, co-founder, Loose Cannons Content Studio