

## CONTINUING EDUCATION

### COURSE OUTLINE – Content Marketing

**INSTRUCTOR:** N/A

**PHONE:** 780-539-2975

**OFFICE:** M105

**E-MAIL:** ce@gprc.ab.ca

**PREREQUISITE(S):** None

**REQUIRED TEXT/RESOURCE MATERIALS:**

Course materials are included.

**CALENDAR DESCRIPTION:**

This course offers an introduction to content marketing, a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience. With an emphasis on key concepts, definitions, and metrics, the course examines ways that marketers can tailor their content to meet the specific needs of potential customers as they travel through the sales funnel. You will explore how content is used to build brand awareness and establish the brand as a trusted source of expert advice.

**CONTACT HOURS:** 3.5 hours

**CEUs:** .35

**DELIVERY MODE:** Online self-paced

**TRANSFERABILITY:** N/A

**GRADING CRITERIA:**

Upon successful completion of the course, you will receive a Certificate of Completion.

**EVALUATIONS:** Learners must achieve a test score of at least 70% to meet the minimum successful completion requirement and qualify to receive IACET CEUs.

**STUDENT RESPONSIBILITIES:** Completion of any practice lessons, quizzes, assignments, or tests.

## **COURSE SCHEDULE/TENTATIVE TIMELINE:**

Dates vary (refer to website for current availability).

## **LEARNING OUTCOMES:**

Upon successful completion of this course, learners will be able to:

- Define content marketing, and explain how it relates to social media and SEO
- List the major types of content used in content marketing, and explain the strengths of each
- Explain the purpose and goals of a content marketing plan
- Describe the online marketing funnel, and explain which types of content are appropriate for which stages of the funnel
- Articulate the advantages of audience targeting and audience segmentation
- Explain the role of influencers in content marketing
- Describe the process of channel management, and explain why it is important to furthering your marketing goals
- Articulate the unique importance of video to content marketing campaigns
- Explain the importance of measuring your campaign's effectiveness, and list the major performance metrics
- Explain the advantages of repurposing content
- Define a content audit, and explain its importance in content marketing