



# TRUST ACADEMY

*Training...for Excellence!!!*

## Scheme of Work

<b>Programme/Qualification Title: CIM</b>	<b>Module/Unit Title/Ref No: LEVEL 4</b>
<b>Certificate</b>	<b>Content Marketing</b>

<b>Tutor:</b>	<b>No of weeks/sessions or Start/end dates:</b>	<b>Hours per week/per session:</b>	<b>Total GLH:</b>
<b>Giibbs Nyambuya</b>	28 weeks	3 hours	84

### Module/Unit Aims:

Content marketing plays a crucial role in delivering effective digital marketing campaigns. This module provides the knowledge and skills to successfully create content to support marketing goals. You will learn how different content formats can be used within digital campaigns to support the customer journey as well as the impact developing technology can have on content production.

### Module/Unit Learning Outcomes:

- to successfully create content to support marketing goals
- to different content formats can be used within digital campaigns to support the customer journey

<b>Date/ Week/ Session No:</b>	<b>No. of GLH</b>	<b>Topic/Content</b>	<b>Learning Outcome(s)</b>	<b>Method(s) of delivery</b>	<b>Resources</b>	<b>Assessment, i.e. means of evaluating achievement of</b>
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						Learning Outcomes
1 to 10	22	<p><b>CHAPTER 1</b></p> <ul style="list-style-type: none"> <li>Digital vs. traditional content</li> <li>Evergreen and Topical content (Stock and flow content)</li> <li>Content curation</li> <li>Content creation</li> <li>Benefits and limitations of content marketing</li> <li>goals of content marketing <ul style="list-style-type: none"> <li>Awareness</li> <li>Lead generation</li> </ul> </li> <li>Action</li> </ul> <ul style="list-style-type: none"> <li>Using content in the digital marketing mix</li> <li>Role of content across the customer journey</li> <li>content provision for digital media</li> <li>Different content formats (e.g. blog, video, webinar, etc.)</li> <li>Benefits and limitations</li> <li>Value and use across different organisation types (e.g. B2B, B2C, NFP, etc.)</li> <li>Order qualifying and order winning objectives of operations management</li> </ul> <p><b>CHAPTER 2</b></p>	<ul style="list-style-type: none"> <li>Recognise the importance of content marketing to organisations.</li> </ul> <p>Recommend how content marketing can support digital marketing activities.</p>	<p>Lecturing blended</p> <p>Lecturing blended</p> <p>Demonstration</p> <p>Lecturing</p>	<p>Module and textbooks</p>	<p>On-going basis using questions (assignment) and presentations</p> <p>Group Presentation</p>

22	22	<ul style="list-style-type: none"> <li>• Different content formats</li> <li>• Benefits and limitations</li> <li>• Use of content across different organisational types (e.g. B2B, B2C, etc)</li> <li>• Value of content across different organisational types (e.g. B2B, B2C, etc)</li> <li>• SEO considerations <ul style="list-style-type: none"> <li>○ Keywords</li> <li>○ Copy length</li> <li>○ Meta data</li> <li>○ Titles</li> <li>○ Tags</li> </ul> </li> </ul>	Understand different content formats across a range of contexts	Lecturing		
22		<p><b>CHAPTER 3</b></p> <p>Content audits  Goals and objectives  Idea generation  Understanding audience needs across th  Using personas to define content need  Key messaging  Creative process  Selecting digital channel to:</p> <ul style="list-style-type: none"> <li>○ Distribute content</li> <li>○ Content management (e.g. publish,</li> </ul>	Understand how to create a content marketing plan	Lecturing		

		Repurposing of content across different digital channels				
		<ul style="list-style-type: none"> <li>• AI use for content creation generation</li> <li>• ethical and legal issues to be aware of</li> <li>• Benefits and limitations</li> </ul>				
		<ul style="list-style-type: none"> <li>• Customer goals and motivations</li> <li>• Interpretation of personas</li> <li>• Difference between B2B and B2C</li> <li>• Using content to support the marketing funnel</li> <li>• Keyword research</li> <li>• Tone of voice</li> <li>• Copywriting</li> <li>• call to action</li> <li>• understanding target audience</li> <li>• vocabulary</li> </ul>				

11	3	In class test				In class test for Chapter 1
12 to 21	6	Selecting relevant metrics and KPIs Voice of the customer approaches (e.g. surveys, sentiment, comments, etc.)	Recommend metrics to evaluate content marketing performance	Lecturing and student presentation	Module	On-going basis using questions (assignment) and presentations
22	2	key measurement tools.				In class test for Chapter 23
23 to 24	8	Revisions and mock exams				

Total number of GLH:	Syllabus content fully covered:				All Learning Outcomes fully covered:				If syllabus/learning outcomes not fully covered, where/how will these be covered elsewhere?
	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>	
84		<input checked="" type="checkbox"/>		<input type="checkbox"/>		<input checked="" type="checkbox"/>		<input type="checkbox"/>	