

LITHAN

EDU **CLaaS**[®]
digital skilling

CONTENT MARKETING

Course Overview

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1. Course Overview

Headings	Details
Course Code	CCP-CM
Product Title (Internal)	CCP – Digital Marketer (Content Marketing)
Course Title (External)	NA
Learning Mode	Full-time/ Part-time
Delivery Mode	Synchronous & Asynchronous E-learning
Target Persona	<ul style="list-style-type: none"> Enterprises who would like to send their employees to reskill/ re-deploy them into Digital Marketing roles. Enterprises who would like to hire fresh candidates and send them for training to acquire digital marketing skills.
Entry-Prerequisites	<ul style="list-style-type: none"> Academic: Minimum one credit in N Level or its equivalent English Proficiency – Minimum IELTS 5.5 or its equivalent Age – Minimum 21 years Work Experience – Currently Employed
SSG Course Reference No	NA
Course Validity Date	NA
Course Developer	Lithan Academy
Relevant Job roles after completion of the course	Digital Marketer

2. Course Brief

Career Conversion Programs (CCPs) facilitate the skilling and placement of mid-career professionals by providing skills conversion training and employment opportunities with good prospects for progression. With funding support from WSG, employers can participate in CCPs, which can be stacked with the Jobs Growth incentive, benefiting both employers and mid-career individuals seeking career transitions.

In today's rapidly evolving digital landscape, the ability to adapt and excel in various job roles is essential for professionals. This "CCP - Digital Marketer" course equips employers with the skills and knowledge to thrive in the dynamic field of digital marketing. It enables them to reskill for a new job role. This course equips the participants with skills conversion and moves into roles with good prospects and opportunities for progression. Upon completing this course, participants will benefit from redeployment opportunities, opening doors to diverse job roles and expanding their career horizons.

The course covers the essential aspects of content marketing, providing learners with a comprehensive understanding of the discipline. The Module, Content Marketing, introduces learners to the foundations of content marketing and explores topics such as content creation for brand building, developing engaging email content, website designing using WordPress, and video production. In this Module, learners will gain valuable insights into the role of content in building brand identity and engaging with the target audience. They will learn effective content creation strategies, including video production techniques, and develop skills in designing engaging websites using WordPress. Additionally, learners will understand the importance of email marketing and learn how to develop personalized email content sequences to nurture leads.

The course also includes a capstone project where learners will apply their knowledge and skills in a practical setting. The project tasks involve designing and executing an integrated content marketing campaign, creating compelling content assets to strengthen brand identity and engagement, developing and implementing personalized email content sequences to nurture leads, designing and building a responsive website using WordPress to showcase brand offerings, and producing and editing high-quality videos to enhance brand storytelling and engagement. Through the capstone project, learners will gain hands-on experience in executing a comprehensive content marketing strategy, applying their skills to real-world scenarios.

Overall, this course in Content Marketing equips learners with the necessary expertise to excel in the dynamic field of content marketing. From content creation to strategic planning, learners will develop a well-rounded skill set that enables them to create impactful content, engage with their target audience, and achieve business objectives. By completing this course, learners will be prepared to embark on a successful career in content marketing and make a significant contribution to the growth and success of organizations in various industries

3. Course KSA Summary

Knowledge Statements:

- Identify key principles and strategies of content marketing for building brand identity and engagement.
- Explain the process of creating compelling content assets to attract and retain target audiences.
- Describe the importance of personalized email content sequences in nurturing leads and driving conversions.
- Recognize the features and functionalities of WordPress for designing responsive websites that showcase brand offerings.
- Discuss the techniques and best practices involved in producing and editing high-quality videos for brand storytelling.

Skills Statements:

- Develop effective content marketing campaigns that integrate various channels and tactics.
- Create engaging and persuasive content assets, such as articles, videos, and social media posts.
- Implement personalized email content sequences that effectively nurture leads and drive customer engagement.
- Design responsive websites using WordPress, considering user experience and branding guidelines.
- Produce and edit high-quality videos that effectively communicate brand stories and enhance audience engagement.

Ability Statement:

Strategically plan and execute content marketing initiatives, leveraging compelling assets and channels to engage audiences and drive business outcomes.

4. Course Summary

4.1 Module-Session Details

S N o	Module Names	Mod ule Code	Learning Activity						Assessm ent (Sync)	Total Hours
			E- Learning (Async)	Flipped Class (Sync)	Mentoring Support					
					Assignm ent Sync	Project Planning Sync	Project Imple Async			
1	WSQ Content Marketing (SF)	CCP- ECM	12	12	12	18	6	0.5	60.5	
2	WSQ Omni Commerce Campaign (SF)	CCP- ADM	0	12	0	30	18	0.5	60.5	
TOTAL			12	24	12	48	24	1	121	

4.2 Learning Mode & Duration

Learning Mode	Course Duration	Guided Learning Hours	Hours/Week	days/Week	Hours/Day
Full-time	4 weeks	120 hours	30 hours/week	4 days/week	8 hours/day
Part-time	17 weeks (7 weeks, 10 weeks)	120 hours	6 hours/week	3 days/week	2 hours/day

5. Module Details – Content Marketing

5.1 Module Brief

The "Content Marketing" Module equips learners with the knowledge and skills required to excel in the field of content marketing. Through a series of learning units, learners will develop a strong foundation in content marketing strategies, gain proficiency in creating compelling content for brand building, master the art of developing engaging email content and sequences, learn website designing using WordPress, and explore the world of video production.

By completing the "Content Marketing" Module, learners will attain essential knowledge and skills to thrive in the dynamic field of content marketing. They will understand the principles and best practices of content marketing, enabling them to develop effective strategies that resonate with target audiences. Additionally, learners will acquire the skills to create engaging and high-quality content that effectively communicates brand messages, enhances brand identity, and fosters meaningful connections with audiences. They will also learn how to develop compelling email content and sequences that drive customer engagement and generate results. The Module further covers website designing using WordPress, empowering learners to create professional websites that are visually appealing, user-friendly, and optimized for conversions. Lastly, learners will explore video production, learning how to produce captivating videos that tell brand stories, engage audiences, and drive online engagement.

Through a series of hands-on projects, learners will have the opportunity to apply their knowledge and skills in real-world scenarios. They will implement projects focusing on content marketing, brand building, email marketing, website design, and video production. By actively engaging in these projects, learners will gain practical experience and develop the ability to create, execute, and optimize content marketing initiatives effectively.

The "Content Marketing" Module provides learners with a comprehensive understanding of content marketing strategies and the practical skills needed to succeed in the field. By acquiring the ability to create compelling content, design engaging websites, and produce captivating videos, learners will be well-prepared to make a significant impact in the ever-evolving landscape of content marketing.

Instructional Units:

1. Introduction to Content Marketing
2. Content Creation for Brand Building
3. Developing Engaging Email Content and sequence
4. Website Designing using WordPress.
5. Video Production

Module Project:

Project Objective: Implement projects focusing on content marketing, brand building, email marketing, website design, and video production.

Project Tasks:

1. Create a content marketing strategy for a brand's online presence.
2. Develop engaging content to build brand identity and engage audiences.
3. Design and implement an email content sequence for effective marketing campaigns.
4. Build a professional website using WordPress to enhance brand visibility.
5. Produce compelling videos to drive engagement and tell brand stories.

5.2 Module Session Plan

Session No#	Session Type	Day no#	Duration Hrs
1	E-Learning on IU 1	1	2
2	Flipped Class on IU 1	1	2
3	Mentoring Support - Assignment on IU 1	2	2
4	E-Learning on IU 2	3	2
5	Flipped Class on IU 2	3	2
6	Mentoring Support - Assignment on IU 2	4	2
7	E-Learning on IU 3	5	2
8	Flipped Class on IU 3	5	2
9	Mentoring Support - Assignment on IU 3	6	2
10	E-Learning on IU 4	7	2
11	Flipped Class on IU 4	7	2
12	Mentoring Support - Assignment on IU 4	8	2
13	E-Learning on IU 5	9	2
14	Flipped Class on IU 5	9	2
15	Mentoring Support - Assignment on IU 5	10	2
16	E-Learning on IU 5	11	2
17	Flipped Class on IU 5	11	2
18	Mentoring Support - Assignment on IU 5	12	2
19	Mentoring Support - Project Planning -1	13	2
20	Mentoring Support - Project Planning -2	14	2
21	Mentoring Support - Project Planning -3	15	2
22	Mentoring Support - Projects Implementation 1	16	2
23	Mentoring Support - Project Planning -4	17	2
24	Mentoring Support - Project Planning -5	18	2
25	Mentoring Support - Project Planning -6	19	2
26	Mentoring Support - Projects Implementation 2	20	2
27	Mentoring Support - Project Planning -7	21	2
28	Mentoring Support - Project Planning -8	22	2
29	Mentoring Support - Project Planning -9	23	2
30	Mentoring Support - Projects Implementation 3	24	2
31	Summative Assessment (per learner)	25	30 min

6. Module Details – Omni Commerce Campaign

6.1 Module Brief

The Module "Omni Commerce Campaign –on content marketing focuses on equipping learners with the necessary knowledge and skills to excel in the field of content marketing. Through a series of project tasks, learners will develop a comprehensive understanding of various aspects of content marketing and gain practical experience in executing a successful campaign.

In this Module, learners will have the opportunity to engage in a range of project tasks, including designing and executing an integrated content marketing campaign, creating compelling content assets, nurturing leads, building a responsive website, and producing engaging videos. By undertaking these tasks, learners will develop a solid foundation in content marketing strategies and techniques.

Upon completion of the Module, learners will acquire a set of valuable learning outcomes and abilities. They will have a deep understanding of the principles and best practices of content marketing, enabling them to effectively engage with their target audience. Learners will also gain proficiency in creating impactful content assets that strengthen brand identity and engagement. Additionally, they will develop skills in lead nurturing through personalized email content sequences, which play a crucial role in converting leads into customers. Furthermore, learners will be equipped with the ability to design and build a responsive website using WordPress, a widely-used platform for showcasing brand offerings. Lastly, learners will possess the expertise to produce and edit high-quality videos, enhancing brand storytelling and engagement.

By completing the Content Marketing Project, learners will be well-prepared to apply their knowledge and skills in real-world content marketing scenarios, making a positive impact on their respective organizations or clients.

Instructional Units:

1. Identify product, User Persona
2. User stories, product backlog
3. Sprint planning
4. User requirements
5. Project Design & Architecture
6. Project planning

Module Project:

Design and execute an Omni Commerce integrated content marketing campaign, create compelling content assets, nurture leads, build a responsive website, and produce engaging videos.

Project Tasks:

1. Design and execute an integrated content marketing campaign for a target audience.
2. Create compelling content assets to strengthen brand identity and engagement.
3. Develop and implement a personalized email content sequence to nurture leads.
4. Design and build a responsive website using WordPress to showcase brand offerings.
5. Produce and edit high-quality videos to enhance brand storytelling and engagement.

6.2 Module Session Plan

Session No#	Session Type	Day no#	Duration Hrs
1	Flipped Class on IU 1	1	2
2	Flipped Class on IU 2	2	2
3	Flipped Class on IU 3	3	2
4	Flipped Class on IU 4	4	2
5	Flipped Class on IU 5	5	2
6	Flipped Class on IU 6	6	2
7	Mentoring Support – Project Planning -1	7	2
8	Mentoring Support – Projects Implementation 1	8	2
9	Mentoring Support – Project Planning -2	9	2
10	Mentoring Support – Project Planning -3	10	2
11	Mentoring Support – Projects Implementation 2	11	2
12	Mentoring Support – Project Planning -4	12	2
13	Mentoring Support – Project Planning -5	13	2
14	Mentoring Support – Projects Implementation 3	14	2
15	Mentoring Support – Project Planning -6	15	2
16	Mentoring Support – Project Planning -7	16	2
17	Mentoring Support – Projects Implementation 4	17	2
18	Mentoring Support – Project Planning -8	18	2
19	Mentoring Support – Project Planning -9	19	2
20	Mentoring Support – Projects Implementation 5	20	2
21	Mentoring Support – Project Planning -10	21	2
22	Mentoring Support – Project Planning -11	22	2
23	Mentoring Support – Projects Implementation 6	23	2
24	Mentoring Support – Project Planning -12	24	2
25	Mentoring Support – Project Planning -13	25	2
26	Mentoring Support – Projects Implementation 7	26	2
27	Mentoring Support – Project Planning -14	27	2
28	Mentoring Support – Projects Implementation 8	28	2
29	Mentoring Support – Project Planning -15	29	2
30	Mentoring Support – Projects Implementation 9	30	2
31	Summative Assessment (per learner)	31	30 min

7. Credentials & Price

Name of the Credentials	Details
Academic Qualification	NIL
EduCLaaS Job Role Certification	Digital Marketer
Industry Skills Certification	NA
Statement of Attainment	Content Marketing <ul style="list-style-type: none">• ICT-SNM-4004-1.1 Content Strategy Omni Commerce Campaign <ul style="list-style-type: none">• ICT-SNM-4008-1.1 Marketing Strategy