

SDIET, Faridabad

Lesson Plan / Teaching Plan / Lecture Plan with Progress : BBA(DM) - 6th Semester : 2025-26

Course Name

(Code) : Content Marketing (BBA/DIMK/601)

Faculty :

Ms. Vandana sharma

Topics / lectures are arranged in sequence - same - as to be taught in the class. Maintain data related to "Date" in its hard copy.

No .	Lecture No	CO (No)	Topic Description	Teaching Pedagogy	Reference Material	Remarks, if any
UNIT-1						
1	1	1	Subject introduction, relevance in the course and desired approach to study the subject.	WhiteBoard	Web Source/Text Book	
2	2	1	Introduction to Content Marketing	Projector	Web Source/Text Book	
3	3	1	Applying the Behavioral Framework	Projector	Web Source/Text Book	
4	4	1	Applying the Behavioral Framework -within a content marketing context	Projector	Web Source/Text Book	
5	5,6	1	A content marketing business model	Projector	Web Source/Text Book	
6	7	1	principles of content marketing,	Projector	Web Source/Text Book	
7	8	1	treating content as an asset	WhiteBoard	Web Source/Text Book	
8	9	1	Building audience personas	WhiteBoard	Web Source/Text Book	
9	10	1	Revision	WhiteBoard	Web Source/Text Book	
10	11	1	Class test	WhiteBoard	WhiteBoard/Text Book	
UNIT-2						
11	12	2	Defining the engagement cycle	WhiteBoard	Web Source/Text Book	
12	13	2	Developing on-brand content	WhiteBoard	Web Source/Text Book	
13	14	2	Creating brand ambassadors	WhiteBoard	Web Source/Text Book	
14	15	2	Enhanced branding through content marketing	WhiteBoard	Web Source/Text Book	
15	16	2	Enhanced branding through content marketing	WhiteBoard	Web Source/Text Book	
16	17	2	Revision	WhiteBoard	Web Source/Text Book	
17	18	2	Class test	WhiteBoard	Web Source/Text Book	
UNIT-3						
18	19	3	Developing and Distributing Content	Projector	Web Source/Text Book	
19	20	3	Analyzing current content assets	Projector	Web Source/Text Book	
20	21	3	Developing different types of content	Projector	Web Source/Text Book	
21	22	3	Developing different types of content	Projector	Web Source/Text Book	
22	23	3	Finding good content within your organization	Projector	Web Source/Text Book	
23	24	3	Creating content your audience wants	Projector	Web Source/Text Book	
24	25	3	Developing an effective editorial calendar	WhiteBoard	Web Source/Text Book	
25	26	3	Revision	WhiteBoard	Web Source/Text Book	
26	27	3	Class test	WhiteBoard	Web Source/Text Book	
UNIT-4						
27	28	4	Marketing Content and Evaluating Impact	WhiteBoard	Web Source/Text Book	
28	29	4	Content Marketing Pyramid,	WhiteBoard	Web Source/Text Book	
29	30	4	Content Marketing Pyramid,	WhiteBoard	Web Source/Text Book	
30	31	4	Brief overview analytics and tracking	WhiteBoard	Web Source/Text Book	
31	32	4	Ethics/Diversity in Content Marketing,	WhiteBoard	Web Source/Text Book	
32	33	4	Ethics/Diversity in Content Marketing,	WhiteBoard	Web Source/Text Book	

33	34	4	Ethical issues in the digital age.	Projector	Web Source/Text Book	
34	35	4	Ethical issues in the digital age.	Projector	Web Source/Text Book	
35	36	4	Unit 4 revision complete	WhiteBoard	Web Source/Text Book	
36	37	3	Unit 3 revision complete	WhiteBoard	Web Source/Text Book	
37	38	2	Unit 2 revision complete	WhiteBoard	Web Source/Text Book	
38	39	1	Unit 1 revision complete	WhiteBoard	Web Source/Text Book	
39	40		Doubt session			
40	41		Doubt session			
Course Outcomes (COs)						
	COx	Statement				
	1	Understand Content Niche and build audience personas.				
	2	Apply power of words to disseminate information.				
	3	Learn various ways to generate engaging and persuasive content.				
	4	Use content marketing strategies, tactics, and best practices to produce fetching content.				
Study Material / Books / Web-resources / Online Courses Links etc.						
	S. No.	Description				
	1	Kristina Halvorson, Melissa Rach&Sarah Cancilla, Content Strategy for the Web, Pearson Publication				
	2	Practical Content Strategy & Marketing: The Content Strategy & Marketing Course Guidebook Kindle Edition-Julia McCoy				

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