

Course Code : DBM202/03  
Course Title : Digital Content Creation  
Prerequisite(s) : None

Level : Higher  
Credit hours : 3  
Duration of course : 1 semester

### **Course Coordinator**

Dr. Lee Heng Wei  
PhD, USM

Digital Content Creation module enables the learner to master content strategies, understand the role of content in inbound marketing and execute content & email marketing campaigns as well as branding needs of an organisation. The learner will understand inbound marketing planning and content creation, content promotion and optimization, Email Marketing fundamentals & Implementation & optimisation of email campaigns, and marketing automation. .

### **Learning Outcomes**

1. Design an appropriate strategy for content creation in the digital format.
2. Assess content for lead generation, nurturing, conversion and engagement.
3. Analyse using Google Analytics to understand effectiveness and recommend improvements in content.

### **Topics**

1. Content Planning
2. Content Creation
3. Content Promotion
4. Content Optimization
5. Fundamentals of email marketing Marketing
6. List Building Strategy & Segmentation
7. Effective Email Content
8. Email Marketing Campaigns
9. Email Marketing Optimization

### **Main Reference**

Dzamic, L., Kirby, J. (2018). The Definitive Guide to Strategic Content Marketing: Perspectives, Issues, Challenges and Solutions. London: Kogan Page.