

GSP211e Digital Content Development

Level: 2

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

GSP211 Digital Content Development aims to build students' knowledge in digital content marketing with a holistic view on branded content creation. Students will acquire the skills to leverage a range of content creation tools, tactics and techniques to create and manage powerful digital content. Students will understand digital content, format, form and function in the digital context. They will also be trained to create digital content (written and visual) that will improve online presence and generate leads.

Topics:

- Digital Content
- Digital Content Styles
- Digital Content Strategies
- Digital Content Tactics
- Digital Content Creation
- Digital Content Marketing Campaign
- Influential Digital Content
- Integrated Marketing Communication
- Content Vision
- Digital Content Audit
- Content Intelligence
- Digital Marketing

Learning Outcome:

- Examine the role of digital content in a marketing function
- Analyse storytelling on the digital platform in serving audience content consumption
- Recognise the common content mistakes in a digital marketing campaign
- Apply content vision to craft a digital strategy
- Explain the gaps in the current content plan by conducting a digital content audit
- Demonstrate best digital content practices in a comprehensive digital content marketing campaign to meet the business objectives

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
------------	-------------	--------------------------

Overall Continuous Assessment	PARTICIPATION 1	20
	TUTOR-MARKED ASSIGNMENT 1	30
Overall Examinable Components	ECA	50
Total		100