Course Name	: Content Strategy	
Course Code	: xxxxxx (Elective Course)	
Course Instructor	: Kanupriya Vashisht, Director, Conceptell Inc.	

Hours: 8+8+14 (L+T+P)   **Credits: 2**

Course Description:

In this age of breakneck technological innovation, digital products – apps, websites, and software – have become crucial to business success. Down the line, in your professional roles, you might be expected to contribute directly or indirectly to these digital products, perhaps as marketers, communications specialists, developers, designers, or business strategists, etc. You'll realize the success of these products hinges heavily on the quality of their content. The right content at the right time for the right reasons helps meet business goals, build brand perception, and shape user experience. And the planning, creation and delivery of this right content requires some serious strategy.

This course is designed to introduce students to the critical role content strategy plays in fulfilling user needs and achieving business goals. It offers a comprehensive overview of this evolving discipline, and helps students understand and clearly articulate how content can enhance an organization's overall strategic goals. More importantly, it offers actionable tips, best practices and resources that will help prepare students for a role in this coveted and critical field.

Students will engage with all aspects of the content lifecycle and learn some core content strategy skills such as how to conduct research and analysis, audit existing content, gather business requirements, conduct user research and gap analysis, optimize content for search, and prioritize it for delivery. They will also become familiar with some complimentary and nice-to-have skills required to excel in this field. The course will take a hybrid approach and combine online and in-class instruction.

Course Content:

Unit-A: Discover

- What is content strategy?
- What do content strategists do?
- Is this the right role for me?

Unit-B: Acquire

- Core skills
  - Content audits
  - Requirement gathering
  - User analysis
  - Competitor analysis
  - Gap analysis
- Complementary skills:
  - Information architecture
  - Content marketing
  - SEO

o CMS management
o Accessibility
- Good-to-have skills
  o Image optimization
  o Multimedia production
  o Agile
  o People and process management

Unit-C: Prepare

- How to gather experience and build a portfolio and social presence
- How to prepare and perform well in a job interview

Unit-D: Succeed (three P's of success in this field)

- Purpose – establish the value of your role in an organization
- Practice – plan and execute in your role as content strategist
- People – work well with clients, cross-functional teams and stakeholders

Course Outcomes:

1. Knowledge Outcomes:

At the end of the course, the student should be able to:

- Define content strategy
- Recognize how content strategy impacts business outcomes
- Understand how content strategy fulfills user/customer needs
- Examine what content strategy entails - the practice and the process
- List the key responsibilities of a content strategist
- Map the content lifecycle and illustrate how it corresponds with the product lifecycle
- Enumerate content strategy best practices for content creation, maintenance, and governance
- Recognize the role of cross-functional collaboration in a product's success
- Explain the role and importance of content strategy in a multi-disciplinary product team

2. Skill Outcomes:

At the end of the course, the student should be able to:

- Conduct a content audit
- Conduct user research and analysis
- Create user personas
- Leverage user stories to generate content
- Conduct gap analysis
- Conduct competitor analysis
- Gather appropriate business and user requirements for content creation
- Apply SEO and accessibility best practices to content
- Build a content strategy portfolio
- Be well prepared for a content strategy job interview

Teaching / Assessment Methodology:

- 4 Online Webinars to discuss theory and concepts (4 hours)
- 4 participative online sessions to revise concepts and do hands-on exercises (4 hours)
- Asynchronous videos/supplementary materials on FirstUniv (8 hours)
- 3 Assignments and 4 Quizzes based on subject matter (9 hours)
- Project work (5 hours)

Evaluation:

i.	Attendance	5%
ii.	Class participation	10%
iii.	Quiz	10 %
iv.	Mini course projects	40%
v.	Final project	35%

Books and Materials:

Reference Books:

Content Strategy for the Web by Kristina Halverson

The Elements of Content Strategy by Erin Kissane

Content Design by Sarah Richards