



**COLLEGE OF ENGINEERING BHUBANESWAR (COEB)**

Plot No.1 (A), CNI Complex, Patia, Bhubaneswar – 751024, Odisha, India.

[AFFILIATED TO BPUT, ODISHA]

[www.coeb.ac.in](http://www.coeb.ac.in)

**DEPARTMENT OF MBA**

**ADD-ON COURSE**

**Academic Year -2020-2021**

[Programme: MBA]

Name of the Course: **Content Marketing**

Program Code: COEB/PG

Course Code:

Programme: MBA

Year of Study: 1<sup>st</sup> Year

**Course objective:** To put the brand on the map and create brand awareness.

**SYLLABUS**

**Total Lecture Hours: 36**

Unit- I:

8Hrs

Introduction to Content Marketing Introduces the concept of content marketing along with its ecosystem. Such type of marketing involves the creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services.

UNIT-II:

8Hrs

The Strategic Context to understand the strategic intent of creating context as to how an own professional brand can play in the importance of a company's content marketing strategy. Further how the professional brand can be nurtured using the idea of being authentic as a source of information and be able to capture the audience's attention with effective headlines.

UNIT-III:

8hrs

Content Niche and Strategy Content maturity model, six principles of content marketing, treating content as an asset, building audience personas, defining the engagement cycle.

UNIT-IV:

8hrs

Content mission & on-brand content Creation Developing a content mission statement; The content tilt, developing on brand content, Creating brand ambassadors, enhanced branding through content marketing.

UNIT-V:

4Hrs

Analyzing current content assets developing different types of content within organizations, ability to access and analyze data, report facts accurately, and research.

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**Course Outcomes:** On successful completion of this course, the students will be able:

CO1: To be aware of the nuances of content to connect.

CO2: To boost sales volume through emotional and psychological write up impact.

CO3: Diagnose and investigate the potential customers.

CO4: Effectively communicate in a professional setting to attract and retain customers.

**References Text Book:**

- Pulizzi, J., & Barrett, N. (2009). Get content get customers-Turn Prospects into buyers with content marketing. Newyork: Tata McGraw Hill Education Private Limited .

**Evaluation Process:**

1. Students must have at least 75% attendance.
2. Two Internal Assessment will be conducted and minimum score to complete the course must be 60%.
3. After completion certificates will be award to each student.

**Course Designed and Developed by :-** Dr. Biswamohan Dash & . Dr. Niranjan Nayak

  
Principal

  
HOD, MBA  
HOD  
Master of Business Administration

  
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**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION  
COLLEGE OF ENGINEERING BHUBANESWAR**

Plot No.1(A),CNI complex,Patia,Bhubaneswar-751024  
Odisha,India

**NOTICE for Add ON Course**

Ref . No:COEB/MBA/2020/103

Date:1.09.2020

It is here by informed to all students that the Department of MBA is going to start the following

Add On course for Academic Year 2020-21.All the students are instructed to enroll their names for the following courses on or before 10<sup>th</sup> September 2020.The classes will be starting from 5.30 PM to 7.30 PM in ON\_LINE Mode. You can contact the following course coordinator for enrollment and any queries.

Sl No	Name of Add On course	Semester	Duration of Hours	Date of Commencement	Name of the course coordinator
01	Cyber Security	1st	36Hrs	14/09/2020	Mr. Purnachandra Pradhan
02	Content Marketing	1st	36Hrs	13/10/2020	Dr. Biswamohan Dash

**Copy to:**

1. Office of the Chairman/ Vice-Chairman for kind information.
2. Office of the Executive Director for kind Information.
3. Office of the Registrar for kind Information.
3. Office of the Principal for kind information.
4. Departmental Notice Board.
5. Guard File

  
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COLLEGE OF ENGINEERING BHUBANESWAR (COEB)  
ADD-ON COURSE

01

STUDENT ENROLLMENT SHEET

Name of the Department: MASTER OF BUSINESS ADMINISTRATION

Course Title: Content Marketing

Semester : 1st

Academic Year: 2020-21

Student's Declaration/Undertaking

- I do hereby undertake to participate in the above mentioned add on course.
- I do hereby, promise to abide by the admissible rules and regulations, concerning discipline, attendance, etc of the department, and also to follow the Code of Conduct prescribed for the students of the Institute, as in force from time to time.

Sl. No.	Registration No.	Name of the Student	Signature of the Student
1	2006219001	BISWAJIT PATRA	Biswajit Patra
2	2006219002	DEBIPRASAD NAYK	Debi Prasad Nayak
3	2006219003	JAYA RAM DIGI	Jayarajam Dige
4	2006219004	MADHUMITA DAS	Madhumita Das
5	2006219005	MANAS KUMAR SETHI	Manas Kumar Sethy
6	2006219006	PUJA RANI MALICK	Not Enrolled xxx
7	2006219007	SUBHASHREE NAYAK	Subhashree Nayak
8	2006219008	SUBHASHMITA MISHRA	Subhasmita Mishra
9	2006219009	TAPAN KUMAR DAS	Tapan Kumar Das
10	2006219010	AMAN KUMAR RAI	Aman Kumar Rai
11	2006219011	BADRI NARAYAN BEHERA	Badri Narayan Behera
12	2006219012	CHITA RANJAN BISWAL	Chita Ranjan Biswal
13	2006219013	LAXMIPRIYA PALEYA	Laxmipriya Paley
14	2006219014	NISANKA PATTNAIK	Nisanka Pattanaik
15	2006219015	PREETAM KUMAR NAYAK	Preetam Kumar Nayak
16	2006219016	RAKESH KUMAR GARU	Rakesh Kumar Garu
17	2006219017	SAGAR BEHERA	Sagar Behera
18	2006219018	ALINA SETHI	Alina Sethi
19	2006219019	ANANTA BERIA	Anant Beria
20	2006219020	ASHUTOSH SWAIN	Ashutosh Swain
21	2006219021	BIKRAM KESHARI SETHY	Bikram Keshari Sethy
22	2006219022	BISHNU PRASAD BEHERA	Bishu Prasad Behera
23	2006219023	BISWAJIT DAS	Biswajit Das
24	2006219024	DEBASIS MALIK	Debasis Malik
25	2006219025	DIPTIRANJAN SAHOO	Diptiranjana Sahoo
26	2006219026	JYOTIRMAYA SAHOO	Jyotirmaya Sahoo
27	2006219027	LINGARAJ MAJHI	Lingaraj Majhi
28	2006219028	MAMATA PATRA	Mamata Patra
29	2006219029	PABITRA BHOL	Pabitra Bhol
30	2006219030	SAMYA RANJAN SWAIN	Samya Ranjan Swain



  
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31	2006219031	SANDEEP PATTANAYAK	Sandeep pattanayak
32	2006219032	SANTOSI BEHERA	Santosi Behera
33	2006219033	SIDHARTHA SAHOO	Sidhartha Sahoo
34	2006219034	SNEHASHREE PANDA	Snehashree Panda
35	2006219035	SOUMYA RANJAN NAYAK	Soomya Ranjan Nayak
36	2006219036	SUBHADRA CHOUDHURY	Subhadra Choudhury
37	2006219037	SUBHASIS MOHAPATRA	Subhasis Mohapatra
38	2006219038	SUJATA DEHURY	Sujata Dehury
39	2006219039	SUSHREE SANGITA DAS	Sushree Sangita Das
40	2006219040	SUSIL KUMAR SAMAL	Susil Kumar Samal.
41	2006219041	T YAMINI	T. Yamini



  
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*R.P. Singh*  
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COLLEGE OF ENGINEERING BHUBANESWAR (COEB)  
DEPARTMENT OF ELECTRONICS AND TELECOMMUNICATION ENGINEERING

ADD ON/CERTIFICATE COURSE

STUDENT ATTENDANCE

ONLINE MODE

Programme: MBA

Name of the Course: Content Marketing

Course Code (if any):

Remarks by the Course Coordinator (P-Present, A-Absent)


Semester: 1ST

Academic Year: 2020-21

SL. NO.	Reg. No./ Enrollment No.	NAME OF THE STUDENT	Date	Date	Date	Date	Date	Date	Date	Date	Date	Remarks
1	2006219001	BISWAJIT PATRA	P	P	P	P	P	P	P	P	P	Certified that this Certificate course is conducted in virtual mode (ON-LINE) because of the Pandemic COVID-19. The attendance is taken with the remarks P-Present and A-Absent for the students.
2	2006219002	DEBIPRASAD NAYAK	P	P	P	P	P	P	P	P	P	
3	2006219003	JAYA RAM DIGI	P	P	P	P	P	P	P	P	P	
4	2006219004	MADHUMITA DAS	P	P	P	P	P	P	P	P	P	
5	2006219005	MANAS KUMAR SETHI	P	P	P	P	P	P	P	P	P	
6	2006219006	PUJA RANI MALLICK	A	P	P	P	P	P	P	P	P	
7	2006219007	SUBHASHREE NAYAK	P	P	P	P	P	P	P	P	P	
8	2006219008	SUBHASHMITA MISHRA	A	P	P	P	P	P	P	P	P	
9	2006219009	TAPAN KUMAR DAS	P	P	P	P	P	P	P	P	P	
10	2006219010	AMAN KUMAR RAI	P	P	P	P	P	P	P	P	P	
11	2006219011	BADRI NARAYAN BEHERA	P	P	P	P	P	P	P	P	P	
12	2006219012	CHITA RANJAN BISWAL	P	P	P	P	P	P	P	P	P	
13	2006219013	LAXMIPRIYA PALEYA	A	P	P	P	P	P	P	P	P	
14	2006219014	NISANKA PATTNAIK	P	P	P	P	P	P	P	P	P	
15	2006219015	PREETAM KUMAR NAYAK	P	P	P	P	P	P	P	P	P	
16	2006219016	RAKESH KUMAR GARU	P	P	A	P	P	P	P	P	P	
17	2006219017	SAGAR BEHERA	P	P	P	P	P	P	P	P	P	
18	2006219018	ALINA SETHI	P	P	P	P	P	P	P	P	P	
19	2006219019	ANANTA BERIA	P	P	P	P	P	P	P	P	P	
20	2006219020	ASHUTOSH SWAIN	P	P	P	P	P	P	P	P	P	

Course Coordinator  
(Signature with Seal)



			13/10	14/10	15/10	16/10	02/11	03/11	05/11	06/11	07/11	08/11	
21	2006219021	BIKRAM KESHARI SETHY	P	P	P	P	P	P	P	A	P	P	<p>Certified that this Certificate course is conducted in virtual mode (ON-LINE) because of the Pandemic COVID-19. The attendance is taken with the remarks P-Present and A-Absent for the students.</p>  <p>Course Coordinator (Signature with Seal)</p>
22	2006219022	BISHNU PRASAD BEHERA	P	P	P	A	P	P	P	P	P	P	
23	2006219023	BISWAJIT DAS	A	P	P	P	P	P	P	P	P	P	
24	2006219024	DEBASIS MALIK	P	P	P	P	P	P	P	P	A	P	
25	2006219025	DIPTRANJAN SAHOO	P	P	P	P	P	P	P	P	P	P	
26	2006219026	JYOTIRMAYA SAHOO	P	P	P	P	P	P	P	P	P	P	
27	2006219027	LINGARAJ MAJHI	P	P	P	P	P	A	P	P	P	P	
28	2006219028	MAMATA PATRA	P	P	P	P	P	P	P	P	P	P	
29	2006219029	PABITRA BHOL	P	P	A	P	P	P	P	P	P	P	
30	2006219030	SAMYA RANJAN SWAIN	A	P	P	P	P	P	P	P	P	P	
31	2006219031	SANDEEP PATTANAYAK	P	P	P	P	A	P	P	P	P	P	
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35	2006219035	SOUMYA RANJAN NAVAK	A	P	P	P	P	P	P	P	P	P	
36	2006219036	SUBHADRA CHOUDHURY	P	P	P	P	P	P	P	P	P	P	
37	2006219037	SUBHASIS MOHAPATRA	P	P	P	P	P	A	P	P	P	P	
38	2006219038	SUJATA DEHURY	P	A	P	P	P	P	P	P	P	P	
39	2006219039	SUSHREE SANGITA DAS	P	P	P	P	P	A	P	P	P	P	
40	2006219040	SUSIL KUMAR SAMAL	P	P	P	P	P	P	P	P	P	P	
41	2006219041	T YAMINI	P	P	P	A	P	P	P	P	P	P	

SIGNATURE OF COURSE COORDINATOR.



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COLLEGE OF ENGINEERING BHUBANESWAR (COEB)  
DEPARTMENT OF ELECTRONICS AND TELECOMMUNICATION ENGINEERING  
ADD ON/CERTIFICATE COURSE  
STUDENT ATTENDANCE

ONLINE MODE

Semester: 1ST

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7	2006219007	SUBHASHREE NAVYAK	P	P	P	P	P	P	P	P	P	P		
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12	2006219012	CHITA RANJAN BISWAL	P	P	P	P	P	P	P	P	P	P		
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18	2006219018	ALINA SETHI	P	P	P	P	P	P	P	P	P	P		
19	2006219019	ANANTA BERIA	P	P	P	P	P	P	P	P	P	P		
20	2006219020	ASHUTOSH SWAIN	P	P	P	P	P	P	P	P	P	P		

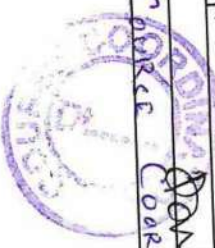
Course Coordinator  
*(Signature with Seal)*  
  
*sw*



21	2006219021	BIKRAM KESHARI SETHY	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
22	2006219022	BISHNU PRASAD BEHERA	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
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34	2006219034	SNEHASHREE PANDA	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
35	2006219035	SOUMYA RANJAN NAYAK	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
36	2006219036	SUBHADRA CHOUDHURY	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
37	2006219037	SUBHASIS MOHAPATRA	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
38	2006219038	SUJATA DEHURY	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
39	2006219039	SUSHREE SANGITA DAS	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
40	2006219040	SUSIL KUMAR SAMAL	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
41	2006219041	T YAMINI	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P

07/01/11 12/11 13/11 14/11 15/11 16/11 17/11 18/11 19/11 20/11

SIGNATURE OF COURSE COORDINATOR



*[Handwritten Signature]*

Certified that this Certificate course is conducted in virtual mode (ON-LINE) because of the Pandemic COVID-19. The attendance is taken with the remarks P-Present and A-Absent for the students.

*[Handwritten Signature]*  
 Course Coordinator  
 (Signature with Seal)





**COLLEGE OF ENGINEERING BHUBANESWAR**  
PLOT NO-1(A), CNI COMPLEX, PATIA, BHUBANESWAR, KHORDHA, ODISHA-751024



# Certificate of Completion

This is to certify that Mr./Ms. SUBHASIS MOHAPATRA, student of the Department

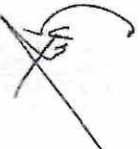
of MBA semester First bearing registration number 2006219037


has successfully completed the ADD-ON Course titled Content Marketing

conducted at College of Engineering Bhubaneswar in the academic year 2020-21

**TRUE COPY**

  
Course-Coordinator

  
Principal

  
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**COLLEGE OF ENGINEERING BHUBANESWAR**

PLOT NO-1(A), CNI COMPLEX, PATIA, BHUBANESWAR, KHORDHA, ODISHA-751024



# *Certificate of Completion*

This is to certify that Mr./Ms. SUJATA DEHURY, student of the Department

of MBA semester First bearing registration number 2006219038

has successfully completed the ADD-ON Course titled Content Marketing

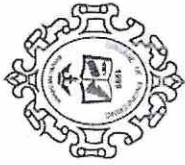
conducted at College of Engineering Bhubaneswar in the academic year 2020-21

**TRUE COPY**

Course-Coordinator

Principal

PRINCIPAL  
College of Engineering Bhubaneswar



**COLLEGE OF ENGINEERING BHUBANESWAR**  
 PLOT NO-1(A), CNI COMPLEX, PATIA, BHUBANESWAR, KHORDHA, ODISHA-751024



# Certificate of Completion

This is to certify that Mr./Ms. SUSHREE SANGITA DAS student of the Department

of MBA semester First bearing registration number 2006219039

has successfully completed the ADD-ON Course titled Content Marketing

conducted at College of Engineering Bhubaneswar in the academic year 2020-21.

**TRUE COPY**

Course-Coordinator

Principal

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**COLLEGE OF ENGINEERING BHUBANESWAR**  
PLOT NO-1(A), CNI COMPLEX, PATIA, BHUBANESWAR, KHORDHA, ODISHA-751024



# *Certificate of Completion*

This is to certify that Mr./Ms. SUSIL KUMAR SAMAL, student of the Department

of MBA semester First bearing registration number 2006219040

has successfully completed the ADD-ON Course titled Content Marketing

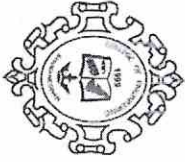
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**TRUE COPY**

Course-Cordinator

Principal

PRINCIPAL  
College of Engineering Bhubaneswar



**COLLEGE OF ENGINEERING BHUBANESWAR**  
 PLOT NO-1(A), CNI COMPLEX, PATIA, BHUBANESWAR, KHORDHA, ODISHA-751024



# Certificate of Completion

This is to certify that Mr./Ms. T YAMINI, student of the Department


of MBA semester First bearing registration number 2006219041


has successfully completed the ADD-ON Course titled Content Marketing

conducted at College of Engineering Bhubaneswar in the academic year 2020-21.

**TRUE COPY**

  
 Course-Coordinator

  
 Principal

  
 PRINCIPAL  
 College of Engineering Bhubaneswar