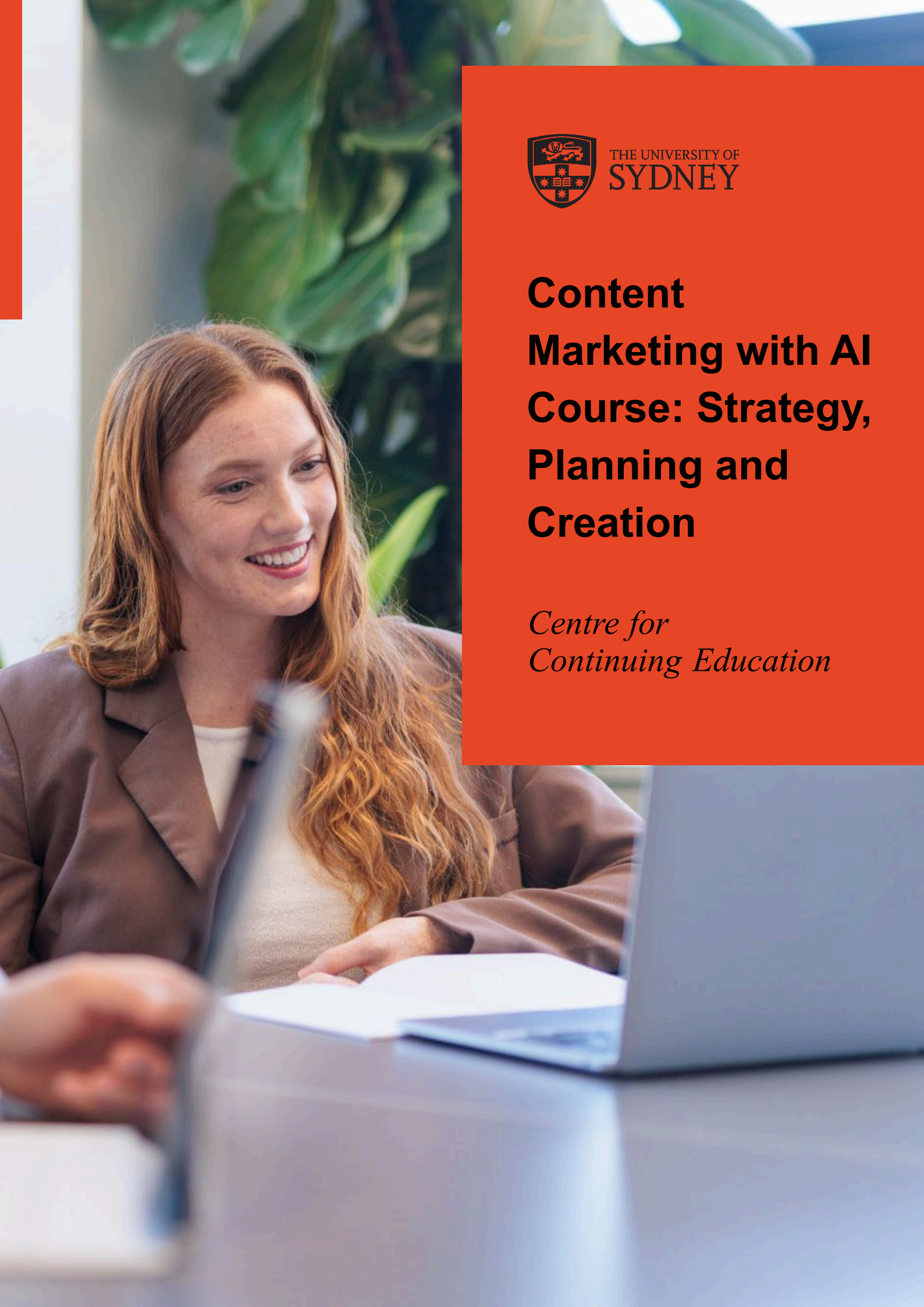




THE UNIVERSITY OF
SYDNEY

Content Marketing with AI Course: Strategy, Planning and Creation

*Centre for
Continuing Education*



Content Marketing with AI Course: Strategy, Planning and Creation

Creating enough high-quality content is one of the biggest challenges facing businesses today. Artificial intelligence is changing how marketers plan, create and repurpose content, helping them work more efficiently while remaining creative, strategic and authentic.

This highly practical, workshop-based course teaches you how to develop a content marketing strategy and use AI as a supporting tool to plan and create engaging visual, video and social media content.

You will learn how to understand your audience, establish content priorities, generate useful ideas, create branded images, develop short-form video concepts and organise a more efficient content production workflow.

Intended audience

This course is suitable for anyone responsible for planning or creating marketing content, including:

- marketers and marketing coordinators
- small business owners
- communications, content and social media professionals
- consultants and freelancers
- people responsible for marketing within their organisation.

It is ideal for those who want to spend less time wondering what to create and more time producing relevant, engaging marketing content. The course focuses on applying content marketing strategy and creating content in class. It is not designed as general AI training or an advanced prompt engineering and automation course.



Course duration

1 session, 8 hours total



Time

9am - 5pm



Format

Face-to-face
or
Online in real-time



Dates

Browse available
[course dates](#)

Prerequisites

There are no formal prerequisites. Basic computer skills and familiarity with common social media platforms are recommended.

No previous AI experience is required. Participants will be provided with guided templates and instructions for the AI activities completed during the course.



Upon completion

Every participant receives a University of Sydney statement of completion.



Aims

This course aims to equip participants with the strategic and practical skills needed to plan, create, adapt and evaluate engaging marketing content, using AI as a supporting tool.

Participants will learn how to combine audience insight, creative thinking and efficient production methods to create authentic, high-quality content that supports business goals and strengthens brand trust.



Outcomes

By the end of this course, you should be able to:

- explain the role that content plays throughout the customer journey
- identify audience needs and develop a practical audience profile
- establish content goals and pillars aligned with business objectives
- generate and prioritise relevant content ideas using creative frameworks and AI
- develop the foundations of a structured four-week content plan
- create branded marketing visual concepts using an AI image tool
- plan an engaging short-form marketing video concept or storyboard
- adapt one core marketing idea into content formats suitable for different digital channels
- apply a repeatable workflow to plan, create and manage marketing content
- evaluate content using relevant performance indicators and use AI responsibly while maintaining authenticity and brand trust.





Content

Module 1: Modern content marketing

- The role of content throughout today's customer journey
- How content builds trust, credibility and engagement
- The changing content landscape and the role of AI
- What makes content useful, relevant and valuable
- Workshop: Map one customer journey and identify key content opportunities.

Module 2: Understanding your audience

- Audience research made simple
- Customer needs, motivations and barriers
- Developing practical audience profiles
- Using AI to test and refine audience assumptions
- Identifying content your audience will find valuable
- Workshop: Develop a practical audience profile for your business or campaign.

Module 3: Content strategy and planning

- Establishing content goals
- Developing useful content pillars
- Prioritising content ideas
- Balancing content across a month
- Creating a practical content calendar
- Workshop: Build the foundations of a four-week content calendar.

Module 4: Visual storytelling with AI

- The role of visual storytelling in content marketing
- Briefing an AI image tool effectively
- Creating images that reflect a brand
- Assessing and refining generated images
- Recognising common AI image

limitations

- Workshop: Create and refine a branded visual concept.

Module 5: Creating scroll-stopping video content

- What makes people stop scrolling
- Storytelling through short-form video
- Planning engaging videos
- Demonstration of AI video creation
- Choosing the right format for different platforms
- Workshop: Develop a short-form video concept.

Module 6: Creating and adapting content across channels

- Creating engaging marketing content
- Matching content formats to different channels
- Combining visuals, video and messaging
- Adapting one idea for social media, email and web content
- Repurposing content efficiently
- Batch creating content
- Building a practical content workflow
- Workshop: Turn one core idea into a small set of content drafts for different channels.

Module 7: Measuring and improving content

- Choosing meaningful content metrics
- Identifying what is resonating with an audience
- Distinguishing useful engagement from vanity metrics
- Using results to improve future content
- Review activity: Identify one metric, one insight and one improvement for the content plan.



“The facilitator has taken me to another world. She is very professional, knowledgeable and makes it very easy to understand Content Marketing. I can't wait to apply all this information and knowledge to our business. ”

Raquel Villareal



What you need to do before the course

To participate fully in the practical workshops, please bring your own laptop and charger.

Choose one business, organisation, product, service or campaign to work on throughout the day.

Where available, please bring:

- A brief description of the product, service or campaign
- Information about your intended audience
- Your website address
- Your logo, brand colours and relevant brand guidelines
- 2-3 examples of your current marketing or social media content
- Any photographs or visual assets you may wish to use.
- You will not need to publish content during the course, so social media account access is not essential.

Materials

Participants will receive electronic copies of the following:

- Audience and customer journey worksheets
- Content strategy and content pillar templates
- 4-week content calendar template
- Visual creative brief template
- Short-form video storyboard template
- Content repurposing framework
- Content performance checklist
- Guided AI content creation templates
- Recommended tools and resources guide.



Organisational training and development

This course can be delivered as a private session for groups, and tailored to meet the needs of your business. Contact us to discuss our range of organisational training solutions.

[Learn more](#)



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We recognise and pay respect to the Elders and communities – past, present, and emerging – of the lands that the University of Sydney's campuses stand on. For thousands of years they have shared and exchanged knowledges across innumerable generations for the benefit of all.

Empower ambition,
inspire leadership

For more information

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