

Foundation Program – 30

Course Name	Content Strategist
QP Name & QP CODE	Content Strategist – MES/Q2506
Course Code	G30
Course Duration	110 hrs
Credit	3.5
Sector	Media & Entertainment
NSQF Level	5
Description	The core function of the job is developing a content strategy based on a company's or client's business objectives and a customer's or end user's needs. Creative professionals in this role oversee content requirements and create content strategy deliverables across a project life cycle.
Progression Pathway	Sr. Content Strategist
Qualification	Diploma, UG, 12th
Mode Of Training	Offline Mode & Hybrid Mode
Department	English & Malayalam