

SALIM HABIB UNIVERSITY

Tracks Offered

01 Viral Marketing Techniques

02 Content Strategy & Differentiation

03 Content Creation and Storytelling

04 Blogging and Copywriting

Industrial Advisory Board (IAB) & Platforms


- Comprise professionals from digital media, content creation, marketing industries, and academia.
- Guide students to professional excellence, fostering an in-depth understanding of industry trends and best practices.
- Foster students' technical and professional development, ensuring their ability to secure job placements and entrepreneurial opportunities.
- Provide valuable networking prospects for students, connecting them with industry leaders and potential employers.
- Promote collaboration between academia and industry, ensuring the curriculum stays relevant and aligned with current industry needs and advancements.

Placements & Careers

- Digital Content Creator
- Social Media Manager
- Content Strategist
- SEO Specialist
- Digital Marketing Specialist
- Copywriter
- Podcast Producer
- Content Editor
- Media Relations Specialist
- Freelance Content Consultant
- Influencer Relations Coordinator
- Public Relations Specialist
- Content Development Specialist
- Video Content Producer
- User Experience (UX) Writer

SALIM HABIB UNIVERSITY

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Visit us: www.shu.edu.pk



SALIM HABIB UNIVERSITY

Faculty of Management Sciences

BS Content Development & Virality

The art of crafting viral content

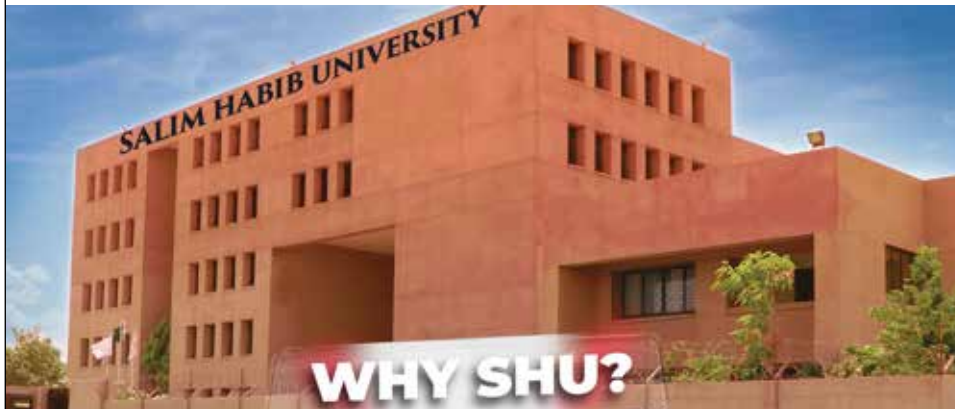


Chartered by the Government of Sindh - Recognized by
HEC, Sindh HEC/CIEC - Accredited by PCP, PEC & NCEAC

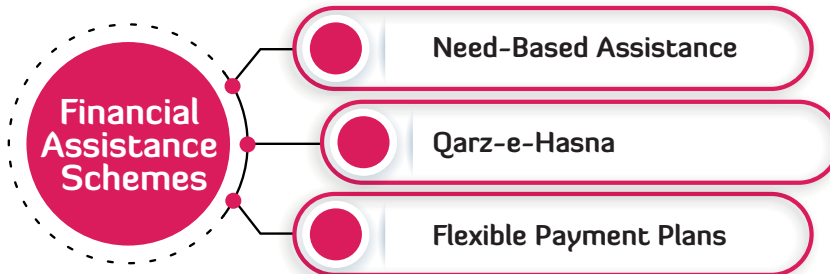
SALIM HABIB UNIVERSITY



BS Content Development
& Virality



- International standard cutting-edge curriculum
- Real world applications and research
- Experiential and project-based learning
- Career-focused marketable and entrepreneurial skills
- Personalized industry mentorship for nurturing entrepreneurial ideas
- Opportunities for international exposure and mobility through competitions and exhibitions
- Support and guidance from highly experienced and well-qualified faculty members



Scholarships and Financial Assistance

We offer generous scholarships and financial assistance to ensure that no student is denied admission or leaves due to financial ineligibility or economic constraints.

Forms available on the website www.shu.edu.pk

Why Content Development & Virality at SHU?

The program offers a cutting-edge curriculum that combines content creation with strategies for maximizing online impact, preparing students for real-world applications. It will allow you to:

- Develop expertise in blogging, copywriting, and advertising, enhancing your ability to craft compelling content and execute effective brand promotion strategies.
- Create content in English, Urdu, and local languages, broadening your reach and adaptability in diverse film markets and social media landscapes..
- Learn from industry professionals and academics with extensive experience in digital media.
- Take up opportunities for internships, live projects, and collaborations with brands to build a strong portfolio and gain practical experience.
- Engage in research and stay updated with emerging trends and technologies in content development and virality.



Program Structure

Duration
4 Years

Semesters
8

Credit Hours
136

Eligibility

- Minimum 50% marks in HSSC or equivalent qualifications recognized by the Inter Board Committee of Chairmen (IBCC)
- Clear the Aptitude Test and Interview at Salim Habib University