

CONTENT WRITING COURSE STRUCTURE

Module 1

Topic	No. of hours	Remarks	Topic	No. of Lect.	Remarks	Topic	No. of Lect.	Remarks
Basic Concepts: Understanding Content Origin and need of content writing Difference between content writing, content marketing and copywriting	3 hours		Principles of effective content writing Types of content writing Problems of fraud and plagiarism in content writing	3 hours		Optimising content for SEO Elements of SEO and ways to develop SEO content strategy Types of SEO content SEO for the web	3 hours	

Module 2

Topic	No. of hours	Remarks	Topic	No. of hours	Remarks	Topic	No. of hours	Remarks
Content for E-commerce sites Products that sell and their content descriptions Writing social media posts, captions, headlines, using photos and generating corresponding content Writing powerful headlines CTA and pitching sales	3 hours		White paper formats White paper as a valuable resource Understand the audience Content analysis	3 hours		Writing blogs Types of blogs Difference between blogs and e-books Marketing strategies Storytelling techniques Fiction and non-fiction writing	3 hours	
Genres of creative writing	1hour		Developing web page	1 hour		Video script writing	1 hour	

Module 3

Topic	No. of hours	Remarks	Topic	No. of hours	Remarks	Topic	No. of hours	Remarks
Email writing, resume writing, letters of business correspondence	1 hour		Building confidence and mastering content	1 hour		Creating content describing a product, its benefits and features. Writing brochures, advertising letters, newsletters, catalogues.	2.5 hours	
Practical and viva-voce	1 hour		Emerging Tools for DIY Multimedia Publications and E-Books	1 hour		Responsibility for writing articles on a variety of topics ranging from food, entertainment, sports, and health to education, and business.	2.5 hours	