RAMAKRISHNA SARADA MISSION

VIVEKANANDA VIDYABHAVAN

Value Added Course on

DIGITAL CONTENT WRITING

Offered By the Department of English

An Introduction to Content Writing as a Career Option

Course Structure:

Duration: Total 30 Hours

Who can join the course: Any student with a 10+2 pass certificate from a recognized board.

The course is for Female Students only.

Course Fee: 200/-

Mode: Offline

Starting date: 10th May, 2023

Course Objective

1. Developing an understanding of the principles and best practices of digital content writing, including audience analysis, tone, style, and search engine optimization (SEO).

2. Learning how to create engaging and effective content for websites, social media platforms, email marketing campaigns, and other digital channels.

3. Understanding how to use different types of content, such as text, images, and video, to communicate effectively with different audiences and achieve specific goals.

4. Developing the skills to write clear, concise, and persuasive copy for various digital marketing initiatives, such as lead generation, conversion optimization, and customer retention.

Modes of Learning

1. **Learn:** Teacher/SME (Subject Matter Expert)/Facilitator explains the topic in the classroom
2. **Q &A :** An interactive session with students/participants to clear doubts, exchange ideas or perspective on the topic discussed in the class
3. **Read:** Students study about the topic through various sources (both online and offline) at their own pace and place.
4. **Assignment:** Given by Teacher/SME to studentsto learn, practice and demonstrate they have achieved the learning goals.

Course Outcome

Overall, the course aims to equip students with the knowledge and skills they need to create compelling, impactful digital content that resonates with their target audience and achieves their business objectives

COURSE STRUCTURE DOCUMENT

SNo	Topic/Heading	Description	Duration
1	Introduction	Setting the context for the course	1 Hour
2	About Content Writing		
		a. Overview	1 Hour
		b. Challenges	
		c. Basic Rules	
3	Website Content		
		Learn (Classroom-based)	45 min
		Q & A(Classroom-based)	15 min
		Read (Self)	1 Hour (Self –Paced)
		Assignment (Self)	1 Hour (Self –Paced)
4	Blogs		
		Learn (Classroom-based)	45 min
		Q & A(Classroom-based)	15 min
		Read (Self)	1 Hour (Self –Paced)
		Assignment (Self)	1 Hour (Self –Paced)
5	Communication and Marketing Content		
		Learn (Classroom-based)	45 min
		Q & A(Classroom-based)	15 min
		Read (Self)	1 Hour (Self –Paced)
		Assignment (Self)	1 Hour (Self –Paced)
6	Technical Writing		
		Learn (Classroom-based)	45 min
		Q & A(Classroom-based)	15 min
		Read (Self)	1 Hour (Self –Paced)
		Assignment (Self)	1 Hour (Self –Paced)
7	Feature Writing		
		Learn (Classroom-based)	45 min
		Q & A(Classroom-based)	15 min
		Read (Self)	1 Hour (Self –Paced)
		Assignment (Self)	1 Hour (Self –Paced)
8.	Instructional Design		
		Learn (Classroom-based)	45 min
		Q & A(Classroom-based)	15 min
		Read (Self)	1 Hour (Self –Paced)
		Assignment (Self)	1 Hour (Self –Paced)
9.	Others: Social Media Posts, Reviews, Subtitles		
		Learn (Classroom-based)	45 min
		Q & A(Classroom-based)	15 min
		Read (Self)	1 Hour (Self –Paced)
		Assignment (Self)	1 Hour (Self –Paced)
10.	Conclusion	Key takeaways and Summarize	1 Hour
		Total Hours	**30 Hours**