DIGITAL CONTENT WRITING

Name of Course: DIGITAL CONTENT WRITING

Duration: 30 Hrs.

Offered by: Ramakrishna Sarada Mission Vivekananda Vidyabhavan

Eligibility: 10 + 2 Passed and RKSMVV Students

Course Fee: Rs. 200

Intake Capacity: 45

Course Overview:

The digital content writing course will cover best practices for titles and subheadings, blogging, editorial planning, how to use keywords to improve SEO and how to apply content marketing principles. This course provides access to course content and insights designed to make students feel more confident in writing in different digital platforms.

Course Objectives:

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

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

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

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

Syllabus in Modules:

Digital Content Writing		
Module	**Content**	**Duration (Hrs.)**
1	An introduction to content writing as a career option: About Content Writing,	4
2	Website Content, Blogs, Communication and Marketing Content	5
3	Technical Writing, Feature Writing	4
4	Instructional Design, Social Media, Post, Reviews, Subtitles etc	10
Assessment and Project		7
Total duration		30

Resource Persons:

Dr. Chaiti Mitra, Associate Professor, Department of English, RKSMVV.

Dr. Rakhi Ghosh, Associate Professor, Department of English, RKSMVV.

Dr. Gargi Gangopadhyay, Assistant Professor, Department of English, RKSMVV.

Dwaita Dey, State Aided College Teacher, Department of English, RKSMVV.

Suchetona Pal, State Aided College Teacher, Department of English, RKSMVV.

Maumita Das, Creative content writer and Communicative English Coach

Soma Banerjee, Instructional Designer and Learning Program Script Writer

Learning Outcomes:

After the completion of the course the students will be able**:**

- To elucidate the concepts in content writing like grammar, lexis, content creation, content strategy, internet skills, etc.
- 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.

Assessment Procedure:

Three Formative Assessments' scores are provided as percentages. The Total Grade is determined based on the overall performance across all assessments. The Continuous Assessment column provides a general evaluation of the students' participation, engagement and adherence to deadlines throughout the course.

Grading criteria along with the corresponding percentage ranges:

A: 90%-100%

B: 80%-89%

C: 70%-79%

D: 60% - 69%

F : Below 60%