SELF-PACED

CREATIVE CONTENT WRITING

COURSE OVERVIEW

Write interesting pieces of writing like articles, novels, emails stories, etc., like a professional.

COURSE OBJECTIVE

After completion of the course, the learner will be able to:
1. Discover a strategic approach to Content Writing
2. Learn the different types of Content Writing
3. Learn to enhance your efficiency as a writer using simple workflows and paid & unpaid tools
4. Learn to outline articles rapidly and thoroughly for high-quality content
5. Acquire a clear-cut editing and proofing process to save time and effort
6. Get clear about the best ways to structure, format, and publish a content piece

SKILLS YOU WILL LEARN

1. Strategic approach to Content Writing
2. Types of Content Writing
3. Enhance your efficiency as a writer
4. Outline articles rapidly
5. Clear-cut editing and proofing process
6. Best ways to structure, format, and publish a content piece

PROGRAM HIGHLIGHTS

Duration- 4 Weeks
Eligibility- 10+2
No. of Modules - 18
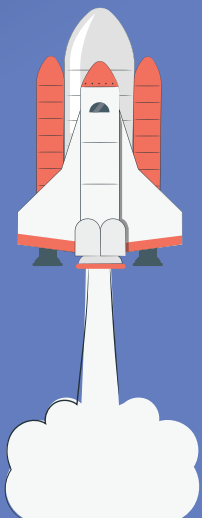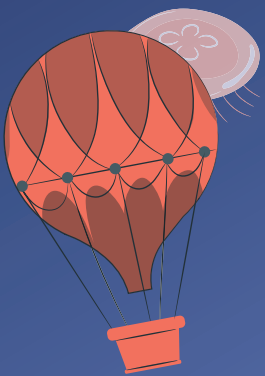Placement training- N/A
Language-English
Shareable certificate- Yes
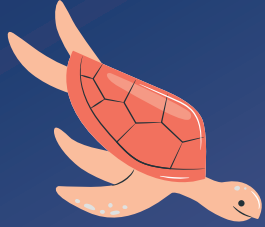
PROGRAM SYLLABUS

Module 1 Foundation of Content Writing
Session 1 Introduction to Content Writing
Session 2 All about Content
Session 3 Content is Crucial

Module 2 Role and Functions of Content Writers
Session 1 Role of Content Writers
Session 2 Functions of Contents Writers

Module 3 Scope and Types of Content Writing
Session 1 Scope of Content Writing
Session 2 Types of Content Writing

Module 4 Principles and Processes of Content Writing
Session 1 Principles of Content Writing
Session 2 Processes of Content Writing

Module 5 Brief, Ideating, Researching, Structuring, Formatting
Session 1 Concept of Brief in Content
Session 2 Learning about Ideating
Session 3 Knowing about Researching in detail
Session 4 Structuring the content
Session 5 Formatting the content and its importance.

Module 6 How to write your First Draft
Session 1 Ideate
Session 2 Build blobs of paragraphs around
Session 3 Voila, First draft

Module 7 Print and Web Content Writing
Session 1 Print Content
Session 2 Web Content

Module 8 Marketing & Copywriting
Session 1 Using Content for Marketing
Session 2 Copywriting

Module 9 Writing Styles - Fiction, Non-Fiction, Satire, Political
Session 1 Fiction Style of Writing
Session 2 Non-Fiction Style of Writing
Session 3 Satire Genre
Session 4 Political Style of Writing

Module 10 Writing Blogs, Case Studies, White Papers, Novel
Session 1 Blogs
Session 2 Case Studies
Session 3 White Papers
Session 4 Novel

Module 11 Visual Content
Session 1 Live Action Movies
Session 2 Live Action Shows
Session 3 Cartoons / Animations / Anime

Module 12 Interactive Content
Session 1 Content for YouTube
Session 2 Short Video Format

Module 13 Social Media
Session 1 Social Media and its importance
Session 2 Memes

Module 14 Corporate Communications
Session 1 E-Mails Writing

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