

Professional Content Writing Training Course

Course Duration: 3 Months (Can be extended up to 16 classes)

Course Fee: INR 6,000.00 (Can be paid in 2 instalments)

1. Communication & Research
2. What is Content?
3. Relation between Content Writing and Content Marketing
4. Evolution of Content as a Marketing Tool
 - i. Changing Consumer Behaviour
5. Role of Content in Marketing
 - i. Marketing Plan
 - ii. Value Chain
 - iii. Integrated Marketing Communication
6. Basics of Promotion & Advertising – Role of Content in it
7. Basics of Content Writing
 - i. Search Engine Optimization
 - ii. Onsite optimization
 - iii. Offsite optimization
 1. Social Media Optimization- Facebook, Twitter, LinkedIn, Instagram, Pinterest
 - iv. Google Adword, Google Analytics (Basic Idea), Directory Submission
 - v. Blog
8. Types of Web Content (Practical)
 - i. Website (Static)
 - ii. Promotional Articles (Dynamic)
 - iii. Press Releases
 - iv. Reports, White Papers
 - v. Blog
 - vi. Email Marketing/Flyer Content
 - vii. Newsletters
 - viii. Advertorial
 - ix. Introduction to Social Media Content Creation
9. Content for Offline Marketing Communication:
 - i. Brochure & leaflet
 - ii. Posters
 - iii. Print media ad (to be touched upon)
 - iv. Advertorial
 - v. PPT
10. Industry-based Content Writing:
 - i. Lifestyle: Fashion, Travel & Tourism, Hospitality
 - ii. Manufacturing & Allied Sectors
 - iii. Sports
 - iv. Academic

11. Technical Writing/Instructional Designing and Storyboard writing (To be demonstrated by guest faculty)

NOTE: Curriculum contains a 60:40 mix of Theory:Practical (Class + Home assignments)