



K.L.E. Society's
LINGARAJ COLLEGE, BELGAUM
(Autonomous)
DEPARTMENT OF BBA

Code 31105 : CERTIFICATE COURSE IN CONTENT WRITING

I. INTRODUCTION:

Content Writing has emerged as a very lucrative and promising career with the advent of the internet. Although no specialized degree is required to become a content writer, a degree in literature or mass media comes as an added advantage to the cutting edge competition in the field. A certificate course in enhancing the skill in content writing will definitely help to bridge the gap existing between academia and industry. The syllabus includes theoretical knowledge as well as practical's in the form of assignments to be submitted after the end of each module. Hands-on training under established content writers has also been suggested after the course is completed by the students. The syllabus aims to enable students to enter the industry with enhanced skill and substantial competence.

II. OBJECTIVES OF COURSE :

- To introduce learners to the basic concepts of Content Writing.
- To sensitize them to the various styles and techniques of writing and editing.
- To nourish their creative faculty.
- To increase employability of the learners.
- To create industry-academia interface through institutional support.

III. Course Duration : 40 Hours.

IV. Eligibility and intake capacity

- PUC/10 + 2 pass
- Selection of the Students is based on entrance test (descriptive exam) and oral tests.
- Maximum 50 Students are allotted for a batch.

V. Mode of teaching

- Lectures

- Audio Visual Aids
- Practical
- Assignment

VI. Medium of instruction: English

VII. Programme Structure:

A. Scheme of Examination

The Certificate Course consists of a total Four Units with total of 100 marks. An Examination will be held at the end of the course.

| | Examination | Internal Assessment |
|----------------|-------------|---------------------|
| Theory Paper I | 30 Marks | 20 Marks |
| TOTAL | | 50 Marks |

B. The candidate should secure at least 40% of marks to successfully complete the certificate course.

VIII. Syllabus: Content Writing

Syllabus

| Unit | Topic | Hours |
|--------|---|----------|
| Unit 1 | Basics of Content writing | 8 Hours |
| | <ul style="list-style-type: none"> - The Concept of Content Writing and its relevance - Role and Functions of Content Writers - Print and Web Content Writing - Scope and Types of Content Writing - Principles and processes of content writing | |
| Unit 2 | Types of Content writing | 15 Hours |
| | <ul style="list-style-type: none"> - The process of Content Writing – getting the brief, ideating, re-researching, structuring, formatting - Editing and Proof-Reading—following company style sheet, grammar, copy flow, restructuring, market research - Writing Styles - Non-fiction (Essays, Reports), Advertising, Newspapers - Writing blogs, case studies, white papers - Corporate Communications -- Writing for business to business (B2B), business to consumer (B2C), press releases, newsletters – focus on language, jargon, writing style, target audience, formal and informal language | |

| | | |
|--------|--|----------|
| Unit 3 | Visual Content | 7 Hours |
| | <ul style="list-style-type: none"> - Infographics- Importance and relevance - Images, Screenshots - Videos, Memes, GIFs, 30 degree videos - Product Demonstrations | |
| Unit 4 | Tools of the trade | 10 Hours |
| | <p>A. Social Media Understanding the basics of social media</p> <ol style="list-style-type: none"> 1. Understanding social media content writing 2. Understanding PR <p>B. Plagiarism laws in Content Writing</p> <ol style="list-style-type: none"> 1. What is plagiarism, rules on plagiarism 2. How to write plagiarism-free copies | |

Reading List:

Web Resources:

- <https://www.mindler.com/blog/how-to-become-a-content-writer-in-india/>
- <https://www.clearvoice.com/blog/10-types-content-writers-use/>
- [https://study.com/articles/What is a Content Writer.html](https://study.com/articles/What_is_a_Content_Writer.html)
- <https://www.entrepreneur.com/article/247908>
- <https://www.locationrebel.com/b2b-writing/>
- <https://wordpress.com/support/prevent-content-theft/>
- <https://blog.unisquareconcepts.com/content-writing/what-is-plagiarism-why-is-it-important-for-blog-writing/>

YouTube Video URL List:

- <https://youtu.be/u3jVX2EOMIU>
<https://youtu.be/Fc3nABpdrJA>
https://youtu.be/A6_7zC0mB9w
https://youtu.be/uQXf_d5Mgjg .

James, Anthony. Blog Writing : *The Content Creation Blueprint*. Amazon digital services LLD- KDP print US, 2018.

Jones, Colleen. Clout: *The Art and Science of Influential Web Content*. New Riders, CA, USA. ISBN-13: 978-0321733016, ISBN-10: 0321733010.

Redish, Janice. Letting Go Of The Words : Writing Web Content That Works. Morgan Kaufmann. ISBN: 0123859301.