

FACULTY OF LANGUAGES
SYLLABUS
OF
CERTIFICATE COURSE IN CONTENT WRITING



The Heritage Institution
KANYA MAHA VIDYALAYA
JALANDHAR
(Autonomous)

Kanya Maha Vidyalaya, Jalandhar (Autonomous)

Certificate Course in Content Writing

Course Code	Course Title	Credit	Course Type	Max Marks			Examination time (in Hours)
				Total	Ext.		
					L	P	
CCWM-1211	Content Writing	4	C	50	25	25	3

C – Compulsory

Duration -- 30 Contact Hours

Eligibility-- 10+2

Certificate Course in Content Writing

COURSE OUTCOMES

After the completion of the course, students will be equipped with:

CO 1: the basic concepts of Content Writing

CO 2: the knowledge of various styles and techniques of writing and editing

CO 3: a nourishment of their creative skills

CO 4: a skill extremely useful for bloggers

CO 5: a creation of an industry-academia interface through institutional support

CO 6: the ability to detect any grammatical and factual errors

Certificate Course in Content Writing
Course Code: CCWM-1211
Course Title: Content Writing

Duration: Minimum 30 Contact Hours

Marks: 50
Theory: 25
Practical: 25

Instructions:

The candidate will have to attempt five questions in all selecting one from each unit of the syllabus and the fifth question from any of the four units. **(5x5=25)**

Unit- I

Content Writing – Online Etiquettes, Public Speaking, Time Management.

Practical – Conversation Skills

Unit- II

Media Writing- Mass Media and Stereotypes, Violence in Media, Censorship and Propaganda

Practical- Increasing use of Social Media among Public Relations Practitioners.

Unit- III

Modern forms of Communication- Report Writing, Email, Script Writing and Advertisements.

Practical – Blogs

Unit-IV

English Grammar- Parts of speech, Vocabulary Skills, Proverbs and Idiomatic Expressions, Words often misspelt, Small Words for big ones.

Practical- Oral Presentation.

Suggested Reading:

The Ultimate Guide to Content Writing by Tushar Mangal

The Ultimate Beginner's Guide to Content Writing By John Ajayi

Placement Opportunities of Certificate Course

Content Writing

After completing this course, students can get placements as

- Media authors (audio, video)
- Editors
- Translators
- Technical Writers
- Instructional Designers
- Analysts
- Critics
- Journalists