

COURSE CURRICULUM (Content Writing and Content Marketing)

TOTAL HOURS:

60 hours

COURSE NAME:

STEP Digital ink

COURSE OBJECTIVE:

This course has two parts. A 40-hour online and 20-hour face-to-face course.

The online course is a series of video-based webisodes or lessons which learners can take at their own pace and convenience. Each webisode will be followed by a practice exercise to ensure that you know how to use what you learnt. Each webisode focusses on developing essential skills and knowledge required to create compelling and engaging written content across various platforms, enabling participants to effectively communicate ideas, engage audiences, and drive desired outcomes through their writing.

The aim of the face-to-face course is to provide students with a comprehensive understanding of the principles, techniques, and best practices in content writing and content marketing. The methodology through which the lessons are facilitated provide more opportunities for the learners to use the language they have just acquired with constant monitoring and feedback.

COURSE CONTENT:

I. ONLINE COURSE CONTENT

VERBAL SKILLS: Speaking about yourself - Describing people, places and things - Expressing opinion and giving reasons - Social interaction - Addressing audiences and formal situations - Pronunciation - Presentation skills
UNDERSTANDING WRITING SAMPLES: Letters - Labels - Brochures - Advertisements - Emails - Official documents - Proposals - Reports - Newspaper articles
CONTENT CREATION: Creative writing - Written reports & essays - Correspondence - Notes, messages and forms - Structure & Coherence
WRITING ESSENTIALS 1 - VOCABULARY: Giving reasons - Preferences - Words to talk about food - words to talk about music - words to talk about technology - Political and legal jargon - Workplace jargon - Idioms and phrases
WRITING ESSENTIALS 2 - GRAMMAR: Adverbial phrases - Modals - Wh Questions - Clauses - Tenses - Quantifiers - Mixed

conditionals - Adjectives - Subject verb agreement - Active voice - Passive voice - Direct speech - Reported speech - Intensifiers

II. **F2F COURSE CONTENT**

UNIT 1:

Introduction to the process of writing, mind mapping, organisation - Nuances, styles and practices of formal vs informal writing - Developing descriptive essay writing skills - Developing Argumentative Essay Writing skills

UNIT 2:

Writing essentials: Paraphrasing and Summarising - Reporting Past Events - The art of persuasive writing - Report writing 1: Introduction and formats

UNIT 3:

Report writing 2: Inductive, Deductive, Arguments - Visual data: Converting and interpreting visuals- The new frontier: Writing social media content - From heart to tech: Blog writing

UNIT 4:

Corporate Writing for public: press releases, newsletters, white papers, case studies - Writing marketing content 1: Introduction - Writing marketing content 2: Opportunities - The final chapters: Editing and proofreading

UNIT 5:

Mastering Presentation skills 1 – Mastering presentation skills 2 – Public Speaking: Stress & Intonation – Commonly mispronounced words

COURSE OUTCOMES:

Students will be able to:

- Students will be able to create compelling and engaging written content for diverse platforms, effectively communicating ideas and captivating audiences.
- Students will be able to employ essential writing techniques to craft persuasive and impactful content while maintaining proper grammar, punctuation, and style.
- Students will be able to create valuable and relevant content that attracts and engages target audiences, fostering brand loyalty and driving customer engagement.

FOR FURTHER READING:

- Digital Marketing for Beginners – Suresh Kumar Solanki
- SEO-In-Depth Guide from Beginners to Expert Digital Marketers – Arun Kumar and Somanath Shah
- Digital Marketing Dictionary – An Initiative Towards the Fulfilment of Digital India – Ujjwal Chugh
- English Grammar and Composition – Wren and Martin
- The Elements of Style – Strunk and White
- Content Writing for Beginners: All You Need to Know About Creative Content Writing – Frank Wood

- The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells – Robert W. Bly
- Introduction to Content Writing – Abhijeet Yadav
- The Story Engine: An Entrepreneur's Guide to Content Strategy and Brand Storytelling Without Spending All Day Writing – Kyle Gray
- Marketing Management: A Strategic Approach – P. Rajan Saxena

REFERENCES:

A workbook will be provided to each student for future reference.

SOFTWARE REQUIREMENT:

- Chrome version 52+, or Firefox version 50+, or Edge Windows 10 build 15019
- Operating System – Windows7+, Ubuntu
- Access to You Tube
- Access to <https://english.steptest.in/>
- Stable internet connection with 2Mbps speed via Wi-Fi or Ethernet or 4Ghotspot

HARDWARE REQUIREMENT:

- Desktop or laptop
- Compatible speakers or headphones with microphone
- Projector

INDUSTRY SCOPE:

The course prepares students for a broad range of career opportunities in the dynamic fields of content writing and content marketing, enabling them to work in digital marketing agencies, media companies, e-commerce platforms, publishing houses, and content creation firms. With the increasing demand for high-quality content across industries, graduates of this course will be equipped to pursue roles such as content writers, copywriters, social media managers, content strategists, and digital marketing specialists in diverse sectors, capitalizing on the growing importance of content in driving brand success and audience engagement.

20 INDUSTRY USE CASES

1. Write blogs to draw and engage audiences leading to increased traffic.
2. Write press releases to concisely convey the key information pertaining to an event or announcement.
3. Anchor an informal delivery with ease and confidence in a variety of online and real-life events.
4. Conceptualise and organise information in order to attract traffic onto website.
5. Conceptualise and organise information on a website with clear call to action.

6. Write persuasive and informative product descriptions for online stores.
7. Increase use cases of a piece of writing through effective paraphrasing.
8. Write a well-structured argumentative piece backed by sound research to feature as part of a white paper.
9. Develop compelling posts for social media platforms such as Facebook, Twitter etc.
10. Develop and deliver informative and engaging podcasts.
11. Write captions, hashtags and short-form content to engage followers, drive traffic and promote products and services.
12. Create engaging and persuasive emails campaigns to reach out to subscribers and customers.
13. Create valuable content such eBooks, whitepapers, case studies, and guides etc which aim to educate, solve problems, and establish the brand as an authority in its industry.
14. Create engaging and persuasive email campaigns to reach out to subscribers and customers.
15. Write scripts for video content, such as explainer videos, tutorials, product demonstrations or promotional videos.
16. Optimize web content for search engines by incorporating relevant keywords, meta descriptions and title tags.
17. Produce persuasive copy for advertisements, landing pages, brochures in order to capture attention and drive conversions.
18. Create advertising campaigns, bid on keywords etc on search engines like Google through platforms like Google Ads to drive relevant traffic to website.
19. Use infographics effectively to transform dry and dense information into visually engaging information.
20. Write newsletter, promotional offers, product updates and personalised messages to nurture leads, drive conversions and maintain customer relationships.