

**ABOUT THE COURSE:**

<b>COURSE NAME</b>	CONTENT WRITING AND DIGITAL MARKETING
<b>TOTAL DURATION:</b>	45 HRS
<b>MODE OF DELIVERY</b>	PHYSICAL CLASSROOM TRAINING AT RESPECTIVE COLLEGES
<b>TOTAL MARKS:</b>	75

<b>OVERALL COURSE OBJECTIVE:</b>	<ol style="list-style-type: none"><li>1. Equip learners to become adept at creating content that contributes to the overall success of digital marketing and be upskilled on social media management, search engine optimization, search engine marketing etc.</li><li>2. Get exposed to various career paths and job opportunities in the field of content writing and digital marketing.</li></ol>
<b>LEARNING OUTCOME:</b>	<ol style="list-style-type: none"><li>1. Develop foundation in content writing, emphasizing audience-centric writing techniques.</li><li>2. Master the different formats of writing - Structure and organize content effectively, understand nuances and styles of formal and informal writing, and master both descriptive and argumentative essay writing for effective readability and engagement.</li><li>3. Demonstrate a versatility in essential writing skills including proficient paraphrasing and summarizing, reporting past events, persuasive writing techniques, and the introduction and formatting principles of report writing</li><li>4. Comprehend the relationship between digital marketing and content marketing in a digital strategy.</li><li>5. Gain proficiency in SEO principles and practices for optimizing content for search engines.</li><li>6. Drive targeted traffic through Search engine marketing</li><li>7. Analyze social media performance metrics and propose optimization strategies.</li><li>8. Develop insights into digital analytics and social</li></ol>

	media marketing for informed decision-making.
<b>ASSESSMENT CRITERIA</b>	<ol style="list-style-type: none"> <li>1. STEP Certification test Reading, writing, listening, speaking skills evaluated against the CEFR scale</li> <li>2. Classroom activities - Controlled practice through worksheets</li> <li>3. Classroom activities -Freer practice through creation and production of content</li> </ol>
<b>USE CASES</b>	<p><b>1. Use Case 1:</b></p> <p>Comprehending business report in terms of key messages and specific information</p> <p><b>Scenario:</b> Prospective employee reads a business report available online in preparation for a job interview.</p> <p><b>Task:</b> Students must read the report to understand and identify the key messages for e.g., the vision and mission as well as the specific information for e.g., most profitable products, the best and worst quarters etc.</p> <p><b>2. Use Case 2:</b></p> <p>Comprehending conversation between team members</p> <p><b>Scenario:</b> Understanding the conversation between two employees to understand an issue at the workplace</p> <p><b>Task:</b> Students must listen to the conversation to identify the cause and effects of the issue</p> <p><b>3. Use Case 3:</b></p> <p>Prepare a well-structured report or proposal.</p> <p><b>Scenario:</b> A public relations specialist needs to draft an official press release announcing a significant milestone for their company.</p> <p><b>Task:</b> Students must prepare a press release by applying formal writing styles and adhere to industry conventions for a professional and authoritative tone.</p> <p><b>4. Use Case 4:</b></p> <p>Develop a strong strategy for a visual representation</p>

of a project plan.

**Scenario:** A project leader preparing a strategy for an upcoming product launch.

**Task:** Students will utilise mind mapping techniques to brainstorm key elements, organize ideas, and create a visual representation of the project plan.

#### **5. Use case 5:**

Incorporate content from diverse sources.

**Scenario:** An employee at a marketing agency needs to incorporate client testimonials into promotional materials.

**Task:** Students will use paraphrasing to rephrase customer feedback while preserving the positive sentiment and authenticity.

#### **6. Use case 6:**

Create a persuasive email campaign

**Scenario:** A sales representative needs to create a persuasive email campaign to promote a new product.

**Task:** Students will create an email campaign highlighting the product's unique features and benefits to convince potential customers to make a purchase.

#### **7. Use case 7:**

Develop engaging social media content.

**Scenario:** A tech startup employee needs to create buzzworthy-content to promote the launch of a new app.

**Task:** Students will utilise hashtags, visuals, and concise messaging to attract a target audience.

#### **8. Use Case 8:**

Use inductive and deductive reasoning in a report.

**Scenario:** A data analyst needs to present findings on customer behaviour.

**Task:** Students will utilise inductive and deductive

reasoning in the report, presenting both broad trends (inductive) and specific conclusions drawn from data (deductive).

**9. Use case 9:**

Write a blog post

**Scenario:** A content creator for a new e-learning platform needs to develop an introductory blog post about the company.

**Task:** Students will write a blog post that not only presents the platform's features but also engages the audience with a compelling narrative, setting the tone for future marketing content.

**10. Use case 10:**

Do a final review of content.

**Scenario:** A marketing associate is responsible for the final review of a client's website content.

**Task:** Students will conduct a thorough edit on the content, focusing on clarity, consistency, and branding to deliver polished and error-free marketing collateral.

**11. Use case 11:**

Lead effective training sessions.

**Scenario:** A workshop facilitator needs to lead a training session to a team of freshers.

**Task:** Students must refine presentation techniques to adapt content to different learning styles, encourage participant interaction, and ensure knowledge retention.

**12. Use case 12:**

Deliver product information clearly.

**Scenario:** A sales representative needs to deliver information about a product to a client.

**Task:** Students will apply knowledge of commonly mispronounced words to enhance clarity and ensure effective communication. Students will also utilise presentation skills to convey the benefits of the product, address questions, and create a persuasive

	narrative.
<b>FINAL PROJECTS</b>	<ol style="list-style-type: none"> <li>1. Write blogs to draw and engage audiences leading to increased traffic.</li> <li>2. Anchor an informal delivery with ease and confidence in a variety of online and real-life events</li> <li>3. Conceptualise and organize information in order to attract traffic onto website</li> <li>4. Conceptualise and organise information on a website with clear call to action.</li> <li>5. Write persuasive and informative product descriptions for online stores.</li> <li>6. Increase use cases of a piece of writing through effective paraphrasing.</li> <li>7. Write a well-structured argumentative piece backed by sound research to feature as part of a white paper.</li> <li>8. Develop compelling posts for social media platforms such as Facebook, Twitter etc</li> <li>9. Develop and deliver informative and engaging podcasts</li> <li>10. Write captions, hashtags and short-form content to engage followers, drive traffic and promote products and services</li> <li>11. Create engaging and persuasive emails campaigns to reach out to subscribers and customers.</li> <li>12. 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</li> <li>13. Create engaging and persuasive email campaigns to reach out to subscribers and customers</li> <li>14. Write scripts for video content, such as explainer videos, tutorials, product demonstrations or promotional videos</li> <li>15. Optimize web content for search engines by incorporating relevant keywords, meta descriptions and title tags</li> <li>16. Produce persuasive copy for advertisements, landing pages, brochures in order to capture attention and drive conversions</li> <li>17. Create advertising campaigns, bid on keywords etc on search engines like Google through platforms like Google Ads to drive relevant traffic to website</li> </ol>

	<p>18. Use infographics effectively to transform dry and dense information into visually engaging information.</p> <p>19. Write newsletter, promotional offers, product updates and personalized messages to nurture leads, drive conversions and maintain customer relationships</p>
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<b>TABLE 2: MODULE WISE COURSE CONTENT AND OUTCOME</b>				
<b>SL.NO</b>	<b>MODULE NAME</b>	<b>MODULE CONTENT</b>	<b>MODULE LEARNING OUTCOME</b>	<b>DURATION (HRS)</b>
1.	English language skills	Listening skills Reading skills Writing skills Speaking skills Grammar Vocabulary	English language communication skills  -Basic listening subskills like listening for gist, listening for specific information -Basic reading subskills like reading for gist, reading for specific information -Basic writing subskills like coherence, cohesion, range, register -Basic speaking subskills like phonology, functional language	5

2.	Introduction to writing	<ul style="list-style-type: none"> <li>- Introduction to the process of writing</li> <li>- Mind mapping &amp; organisation</li> <li>- Nuances, styles and practices of formal vs informal writing</li> <li>- Developing descriptive essay writing skills</li> <li>- Developing Argumentative Essay Writing skills</li> </ul>	<p>Develop a comprehensive proficiency in the writing process, encompassing the skills of effective organisation, understanding nuances and styles of formal and informal writing, and mastering both descriptive and argumentative essay writing.</p> <ul style="list-style-type: none"> <li>- Demonstrate proficiency in generating and organising ideas before starting the writing process.</li> <li>- Create effective mind maps to brainstorm ideas, organise thoughts, and visually represent the structure of a written piece.</li> <li>- Demonstrate the ability to adapt tone, language, and style based on the purpose and audience of the writing task.</li> <li>- Develop skills in using sensory details, figurative language, and precise vocabulary to enhance the descriptive elements of an essay.</li> <li>- Construct well-organised and coherent arguments, supporting claims with relevant evidence and reasoning.</li> </ul>	8
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3.	The mechanics of writing	<ul style="list-style-type: none"> <li>- Writing essentials: Paraphrasing and Summarising</li> <li>- Reporting Past Events</li> <li>- The art of persuasive writing</li> <li>- Report writing 1: Introduction and formats</li> </ul>	<p>Demonstrate a versatile mastery of essential writing skills, including proficient paraphrasing and summarising, reporting past events, persuasive writing techniques, and the introduction and formatting principles of report writing.</p> <ul style="list-style-type: none"> <li>- Develop the ability to paraphrase effectively, accurately rephrasing content while retaining the original meaning.</li> <li>- Demonstrate the skill of summarising, condensing information while preserving the main ideas and key details.</li> <li>- Demonstrate an understanding of chronological organisation and sequencing when reporting on historical or past events.</li> <li>- Craft persuasive arguments with clear thesis statements, logical organization, and compelling supporting details.</li> <li>- Develop proficiency in structuring reports, including elements such as executive summaries, introductions, methodologies, findings, conclusions, and recommendations.</li> </ul>	8
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4.	Long-form content: From reports to blogs	<ul style="list-style-type: none"> <li>- Report writing 2: Inductive , Deductive, Arguments</li> <li>- Visual data: Converting and interpreting visuals</li> <li>- The new frontier: Writing social media content</li> <li>- From heart to tech: Blog writing</li> </ul>	<p>Employ advanced writing capabilities, encompassing the construction of inductive and deductive arguments in reports, proficiency in converting and interpreting visual data, mastery of writing for social media platforms, and the art of blog writing blending creativity with technical expertise.</p> <ul style="list-style-type: none"> <li>- Differentiate between inductive and deductive reasoning in report writing.</li> <li>- Demonstrate proficiency in interpreting visual data and conveying key insights to a diverse audience.</li> <li>- Develop skills in crafting concise, engaging, and shareable content for social media.</li> <li>- Develop a unique blogging voice and style that aligns with the target audience.</li> </ul>	8
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5.	Digital ink in a paperless world: Corporate Writing	<ul style="list-style-type: none"> <li>- Corporate Writing for public: press releases, newsletters, white papers, case studies</li> <li>- Writing marketing content 1: Introduction</li> <li>- Writing marketing content 2: Opportunities</li> <li>- The final chapters: Editing and proofreading</li> </ul>	<p>Develop a comprehensive skill set for corporate communication, marketing content creation, and the final stages of the writing process, including crafting impactful press releases, newsletters, white papers, and case studies, understanding marketing fundamentals and opportunities, and honing advanced editing and proofreading abilities.</p> <ul style="list-style-type: none"> <li>- Compose effective press releases that communicate corporate news with clarity and impact.</li> <li>- Curate engaging newsletters by selecting relevant content, organizing layouts, and targeting specific audience segments.</li> <li>- Construct well-structured white papers that provide in-depth insights on industry topics.</li> <li>- Craft compelling case studies showcasing corporate success stories and problem-solving expertise.</li> <li>- Identify different types of marketing content and articulate their purposes.</li> <li>- Apply storytelling techniques and emotional appeal in</li> </ul>	8
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marketing content.

- Develop a systematic approach to proofreading to identify and correct errors.
- Emphasise the importance of consistency, clarity, and coherence in the final stages of writing.

6.	Putting your best pen forward: Mastering presentations	<ul style="list-style-type: none"> <li>- Mastering Presentation skills 1</li> <li>- Mastering presentation skills 2</li> <li>- Public Speaking : Stress &amp; Intonation</li> <li>- Commonly mispronounced words</li> </ul>	<p>Exhibit mastery in presentation skills, public speaking effectiveness, stress and intonation management, and accurate pronunciation, cultivating a comprehensive ability to communicate confidently and eloquently in various professional and public speaking scenarios.</p> <ul style="list-style-type: none"> <li>- Demonstrate effective verbal and non-verbal communication techniques to engage an audience.</li> <li>- Utilise visual aids and multimedia effectively to enhance presentation impact.</li> <li>- Apply strategies for adapting presentations to different audiences and contexts.</li> <li>- Incorporate elements of persuasion and influence into presentations.</li> <li>- Master stress and intonation patterns to convey meaning and emphasis effectively.</li> <li>- Identify commonly mispronounced words and understand the correct pronunciation.</li> </ul>	8
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