CONTENT WRITING CERTIFICATION

Introduction

The Content Writing certification has been designed to aid students in building the highly demanded content writing skills. As the global business environment is mostly digital now, Content Writing has emerged as a lucrative and promising skill. The certification allows to equip with profound writing skills to become a competent web content developer. It provides hands-on theoretical and practical learning experience to enhance writing. After the completion of this certification, the students will be able to write engaging and persuasive content for various digital channels. The students will also learn and apply content marketing in context to writing for growing and engaging audiences.

Learning Outcomes

- Understanding the role and importance of content writing.
- Incorporate of a wide range of writing techniques and styles for audience engagement.
- Understand Content writing, copywriting and content marketing
- Write on various websites and social Medias.
- Apply of creative writing and editing rules to produce updated and attracting content.
- Build trust & connection with online audiences as a writer
- Optimization of content for sales, marketing and SEO.

Curriculum

Week	Topic
1	Introduction to Content Writing
2	Research Skills Building
3	Content Strategy
4	Technical & Research Writing
5	Blogging and Website Content
6	Content Marketing

7	Copywriting
8	Email Marketing
9	Legal Writing
10	• Search Engine Optimization (SEO), • Search Engine Marketing (SEM)
11	• Format and Structure • Plagiarism and Referencing
12	Final Presentations

Benefits of Certification

Upon the completion of the certification, the students will benefit with skills including:

- Writing skills with different techniques and styles to attract and persuade readers.

- Identification of essential communication skills in the international market

- Ability to research and write for websites and blogs.

- Developing capacity to identify target audience persona for relevant content

- Effective content marketing and advertising campaigns.

- Understanding keywords, searches and how they relate to engagement of audience

Entry Requirements

- 20 years and above age
- Minimum education of intermediate is required
- Basic computer knowledge
- Fundamental English skills

Mode of Classes

- Online

- On Campus