Gopal Narayan Singh University

Faculty of Information Technology

Course Name: Creative Content Writing   **Total duration: 30 hours**

Course Code: CW102

Course Objective: To develop the ability to create engaging and effective written content for various platforms, including blogs, websites, and social media.

Unit 1: Introduction to Content Writing   6 hours

Purpose of content writing, Understanding audience, Types of content (blogs, articles, web content)

Unit 2: Writing Techniques   6 hours

Structuring articles and blogs, Tone of voice and style, Effective headlines and subheadings

Unit 3: SEO Content Writing   ·   6 hours

Incorporating keywords, SEO guidelines, Best practices for search engine rankings

Unit 4: Copywriting and Persuasive Writing   6 hours

Fundamentals of copywriting, Writing for advertisements and marketing, Crafting calls-to-action (CTA)

Unit 5: Editing and Proofreading   6 hours

Techniques for editing, Tools for grammar and plagiarism checks, Proofreading best practices

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