

Course Name: Creative Content Writing

Prof. Name: Ms. Gurpreet Kaur

Duration: 20 sessions (90 min each)

Lecture Schedule: Monday/ Saturday

Timings: 6.30- 8.00 pm

Fees: Rs 2500

Course Objective:

The course objective of Creative Content Writing is to equip participants with the necessary skills and knowledge to become proficient in creating engaging and compelling content across various mediums, such as blogs, articles, social media posts, website content, and more. The primary focus is on developing the ability to craft imaginative and innovative content that captivates audiences, conveys messages effectively, and drives desired actions.

Career Opportunities:

Upon completing a Creative Content Writing course, participants can explore numerous employment opportunities in various industries and sectors like Content Writer, Copywriter, Social Media Content Specialist, Content Editor, Content Marketing Manager, Blogging and Freelance Writing, Technical Writer etc.

MODULES:

Basic Concepts- Understanding content writing

Origin & Need of Content Writing

Increasing Demand For Content Writers (How You Can Benefit From This)

Career in Content Writing: What to expect?

Types of Content

Difference Between Content Writing, Content Marketing & Copywriting

Content Marketing

Creating A Solid Marketing Plan to Promote Content

Understanding Marketing Principles

Identifying Target Audience

What is a Buyer Persona and How can one create it?

Effective Formula of Storytelling & How it can Lead To sales

Copy Writing

What is Copywriting and How it is Different From Content Writing?

Write Amazing Copy Using AIDA Model in 4 Simple Steps
What is Call To Action (CTA) and How it Can Lead to sales?
How To Write a Sales Copy? (With Example)

Blog Post Writing

Steps To Write Awesome Blog Post
How to Optimize Blog Post For Ranking in Search Engines?

Content Promotion

Effective Channels to Promote Content

Assessment: Online assessment and practical

Faculty Profile:

Ms. Gurpreet Kaur Khalsa is an experienced Assistant Professor with a demonstrated history of working in the higher education industry. Experienced in organising Diversity, Equity and Inclusion events and advocating initiatives to foster inclusive educational environments. Skilled in Communication, Soft Skills, Paraphrasing and Editing, Syntax Reviewing, SEO, Environmental Education, Law, Human Rights, Skills for Life, and Writing. Strong education professional with a Bachelors in Commerce, Bachelors In Law (General), Master of Arts - MA (Public Administration).