



# CERTIFICATE IN CONTENT WRITING



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# About Glister Eduversity

Today is the era of working parents and due to workload, they do not get enough time to support their children's education. Therefore, they are heavily blamed by all, in the current dialogue and debate about improving the education system, the disadvantages of improper parenting is known to all.

It is time to start parenting in the education system. With the Glister Eduversity, We present you the solution to all such problems switching towards telephonic parenting, proper guidance and development graph.

This is the first Indian institution to provide education care with parenting. Glister Education offers telephonic parenting with a right strategic plans for the student, online test series, seminar, scholarship programs, in really attractive packages.

We also guide their appointments as well as their strategies. So, let's don't wait, and achieve nothing less than success with Glister Eduversity Parenting cum Education Care.



CEO/Director: Amit Pandey

## Mission

The mission of Glister Eduversity is to educate the citizens and citizen-leaders for our society.

We do this through our commitment to the transformative power of a liberal arts and sciences education.

Beginning in the classroom with exposure to new ideas, new ways of understanding, and new ways of knowing, students embark on a journey of intellectual transformation.

Through a diverse living environment, where students live with people who are studying different topics, who come from different walks of life and have evolving identities, intellectual transformation is deepened and conditions for social transformation are created.

From this we hope that students will begin to fashion their lives by gaining a sense of what they want to do with their gifts and talents, assessing their values and interests, and learning how they can best serve the world.

## Vision

Glister Eduversity will set the standard for residential liberal arts and sciences education in the twenty-first century. We are committed to creating and sustaining the conditions that enable all Glister Eduversity students to experience an unparalleled educational journey that is intellectually, socially, and personally transformative.

Welcome to the Glister Eduversity, Varanasi. For more than three Years, Glister Eduversity has served as our nation's flagship comprehensive institution of higher education.

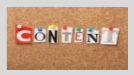
Our primary goal is to become one of the most prominent and excellent educational Institute in the world. We are fortunate to have a talented, highly committed teaching and support staff here to ensure the learning environment of our students is the best it can be. Our faculties are renowned scholars and accomplished practitioners who are actively engaged in the academic excellence and innovative research ideas of the modern world. Our students are innovators, engineers, managers, great scientists, entrepreneurs, and aspiring leaders - from every age group and are located at every corner of the country. Our unique teaching and learning process with a proper blend of theory and practice crosses the boundaries of nations towards industry-readiness and global excellence.

# Program overview

In any business environment, Content is considered to be the King. Irrespective of business, services, products, ideas, concepts, views, news, initiatives and other business-related aspects need to be explained well to the targeted clients. They need to be promoted effectively among the prospective audience. For doing so, content is required in the most comprehensive manner. Content Writing is the process in which content is developed for various business needs such as blogs, websites, public relations, brochures, and social media.

While successful content writers seem to have an enviable life -- they work from home, make their own schedules and work as much or as little as they please -- the vast majority have a hard time making a living of it. They lack the skills necessary to succeed. Because no matter how talented they are, writing skill is simply not enough. So, if you want to become successful as a content writer, you need a full toolkit of marketable skills. This course is designed for new content writers and for those with some prior experience. The course is aimed to train aspiring content writers to get complete understanding on the processes and procedures followed in business organizations for content generation.

## Salient Features



Blogging is an ideal way to get free traffic from Google and the other search engines.



Blogging can be used to market almost anything at all from affiliate products, to e-commerce, to Amazon listings, and more..



User-friendly technology available today makes blogging simple, even for non-techies



We can use blogging to turn our interests into profit. Almost any subject can be monetized.



It's virtually free! You can build and run a successful blog for less than \$10 per month. A blog is an asset and can be sold on in the future.

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# Course Objective

The 3 Months Content Writing course is for the Learners who want to be a Blogger or Professional Content Writer with the aim to learn, develop and practice required by the market. In this course, the emphasis is put on the learner to acquire the ability to perform as a confident and competent Content Writer.

## The objectives of this course are to:

The Course is aimed to Train Aspiring Content Writers to get complete understanding on the Processes and Procedures followed in Business Organizations for Content generation. You will understand the impact of the business objectives and promotional messages, Adopt tested techniques for effective content writing and understand the impact of mass media promotion. After the Completion of Course You will be able to differentiate content development for different media purposes.

## Learning Outcome :

- Skill to translate thoughts into words that attract readers.
- Experience professional content writing as per current industry standards
- Develop essential language skills to write for international clients
- The technical know-how of launching basic websites and personal blogs
- Graphic skills to design newsletters, PPTs, logos, etc.
- Gain advanced research skills to be able to write on any topic
- Develop skills to identify potential target audience persona for your Content
- Build an effective content strategy to reach and engage your target audience
- Know how to secure freelance projects from India, US, UK and avoid the risk of bad debt in international payment.



# Details of Programme: Certificate Course in Content Writing

## 1. Title of the Course

The Course shall be called as "Certificate Course in Content Writing ", a Regular course of 3 months ( 120 hrs.) Duration.

## 2. Duration of the Course

This is a Regular course of 120 hrs. Extended over a period of 3 months duration.

## 3. What You Will Get:

You Will Get a Mark sheet and a Certificate That Will be Universally Acceptable.

## 4. Aims and Objectives of the Course

In any business environment, Content is considered to be the King. Irrespective of business, services, products, ideas, concepts, views, news, initiatives and other business related aspects need to be explained well to the targeted clients. They need to be promoted effectively among prospective audience. For doing so, content is required in the most comprehensive manner. Content Writing is the process in which content is developed for various business needs such as blogs, websites, public relations, brochures and social media.

### How Content Writing is effective?

Content Writing elevates business ideas to the next level. Content make:

- Services appear convincing
- Products look promising
- Ideas sound better
- Concepts look clear
- Views show vivid impact
- News look authentic
- Initiatives show compassion

This course is designed for new content writers and for those with some prior experience. The course is aimed to train aspiring content writers to get complete understanding on the processes and procedures followed in business organizations for content generation

## 5. SCOPE:

Text authors, Media authors (audio, video), Editors, Translators, Technical writers, Instructional designers, Trainers, Analysts, Critics, Journalists.

## 6. Syllabus

The syllabus is design to fulfill aforesaid objectives containing theory subjects as well as practical in Content writing.

Content Writing Theory	Theory : 50 Marks, Practical/Assignment : 50 Marks
Content Writing Tools, Tips and Techniques	Theory : 50 Marks, Practical/Assignment : 50 Marks
Important Elements of Content Writing	Theory : 50 Marks, Practical/Assignment : 50 Marks
Creative Writing	Theory : 50 Marks, Practical/Assignment : 50 Marks
Business Writing , Technical writing , Academic And Specific writings	Theory : 50 Marks, Practical/Assignment : 50 Marks
Earn as a Writer	Theory : 50 Marks, Practical/Assignment : 50 Marks
Career in Content Marketing	Theory : 50 Marks, Practical/Assignment : 50 Marks

## 7. Eligibility Conditions

A candidate who has passed at least 12th examination from a recognized Board or its equivalent shall be eligible to take admission to the course.

## 8. Course Fee: INR 7,500+GST/-

# Content of Syllabus :

## **Unit 1 :- Content Writing Theory**

Demand for Content-Based Careers, Role of a Content Writer, Content Writing Process, Basic Grammar , Gathering Information.

## **Unit 2 :- Content Writing Tools, Tips and Techniques**

Content Writing Tools, Reviewing Tools, Introduction to HTML and Blogging, Introduction to Grammarly, Copyscape, Ginger, Hemingway App Internet Research Skills, Writing Hack.

## **Unit 3 :- Important Elements of Content Writing**

Content Writing Project Management, Search Engine Optimization, SEO Guidelines, Info graphics, Legal Aspects of Content Writing, Introduction to freelancing, Registering a company, Creating your website, Creating your portfolio, Preparing a quotation, Preparing an invoice.

## **Unit 4 :- Creative Writing**

Introduction to creative writing, Web Content Writing, Copywriting, Writing impressive Sales Proposal/Marketing content, Blogging skills, Persuasive writing style, Idea Generation Tools, Social Media/Viral Content Development, Fiction Writing.

## **Unit 5 :- Business Writing , Technical writing , Academic And Specific writings**


Business Writing ,Types of Business Communication, Important Facts and Statistics usage in Business Writing, Mastering Various Business Domains, Usage of Business, Jargons, Business Plan, White Papers, Press Releases, eBooks/Case Study/Magazine/Newsletter Content Development, Ghostwriting, Landing Pages, SEO Writing, Technical Writing Style, User Manual Writing, Writing technical blogs and content, Approach to Technical Writing, Technical Guides. Curriculum & eLearning Content Development, Coursework, Study Material, Essay Writing, Dissertation Writing, Research Proposal, Thesis Writing, Argumentative Essay, Biographies, Capstone Project, Book/Movie, Review, Academic or Business Report, Critique Writing, International Baccalaureate. Resume Writing, SOP for University or Visa Application, Personal Statement, Cover Letter, Application Writing.

## **Unit 6 :- Earn as a Writer**

Developing a strong freelance profile & Portfolio, Client Acquisition Strategy, Bidding on Freelance marketplaces such as Freelancer, UpWork, Guru, PeoplePerHour, etc, Decide your freelancing rates, Write faster without compromising quality, Become a Published Author, Publish and sell your eBook , Affiliate Marketing and Ad Network Basics, Become a successful Blogger.

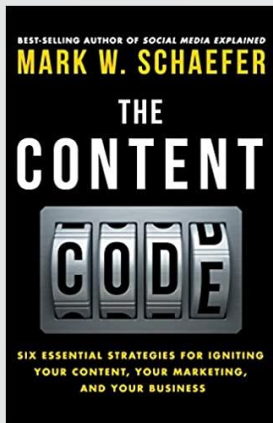
## **Unit 7 :- Career in Content marketing**

Content Marketing, Content Strategy, Generating Leads through Content Marketing, Content distribution and promotional strategy, Guest Posting, Learning Basic Internet tools - Word Press/CMS, SEO, Google Analytics, Google Keyword Research Tools, Content Promotion Tools, Content Marketing Jobs, Cracking Interviews.



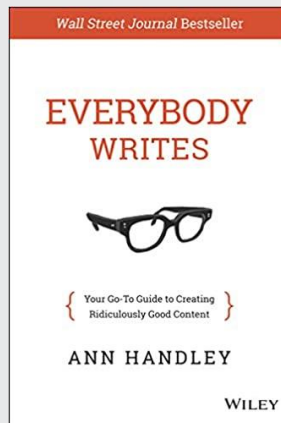
Blogger

## Books For Reference



Mark W.Schafer

The Content Code



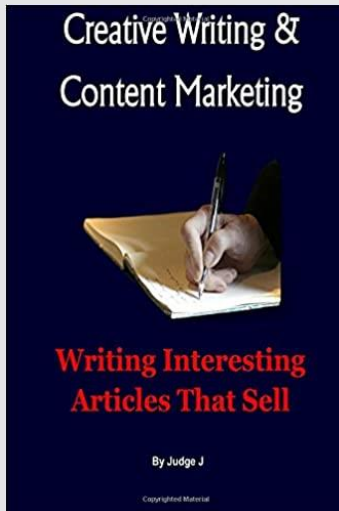
Ann Handley

Everybody Writes



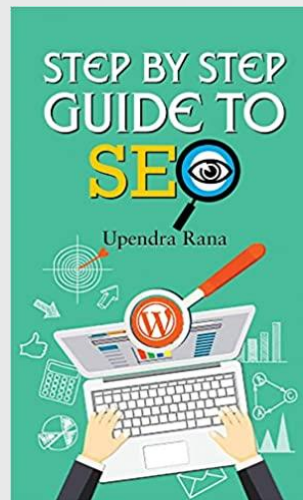
Sreelata Menon

freelance writing for the Newbie writer



Judge J

Creative Writing and Content Marketing



Upendra Rana

Step By Step Guide to SEO