

COURSE OBJECTIVES

- Understand the basics of content writing and its importance in digital marketing.
- Develop skills to write clear, concise, and compelling content.
- Learn various writing styles and formats, including blogs, articles, and social media posts.
- Gain knowledge of SEO best practices to enhance content visibility.
- Master the art of audience engagement and content strategy.
- Create a portfolio of diverse writing samples.

COURSE DETAILS

Course Duration: 30 hrs

Class Duration: 1 hr.

No. of Classes per Week: 4

Eligibility: Undergraduate and Post Graduate students with a flair for writing

Course Fees: Rs. 1500 /-

Bank A/C Details for Payment: A/C Name- SAROJINI NAIDU COLLEGE FOR WOMEN

A/C No. - 00390200000133

IFSC - BARB0DUMDUM

Registration Link:

<https://forms.gle/38nikU5Mm16nzyFf9>

Career Prospects

- Blogging
- Editing
- Web Content Writing
- Freelance Writing
- SEO Writing

RESOURCE PERSONS

1. Dr.Sonali Bhattacharyya, ELT Consultant (OUP);
2. Dr. Stella Chitralekha Biswas, Asst Professor, SRM University; and
3. Faculty Members of Department of English, SNCW

COURSE CO-ORDINATOR

Soma Mukherjee

Ph No. 9748242569

INDUSTRY PARTNER

Assignopaedia



Sarojini Naidu College for Women



Crafting Content to Connect

CONTENT CRAFT - A Certificate Course in Content Writing

Department of English

Session : 2024-25

REGISTRATION TILL 25TH AUGUST, 2024
Date of Commencement: 4th September, 2024