Kannada Sangha Pune's

Kaveri College of Arts, Science and Commerce, Pune

Faculty of Arts

Department of English

Name of the Course: Value Addition Certificate Course in Content Writing

Eligibility: 12th Pass

Duration: 30 Hours

Fees: Will be announced before starting the course

Number of students: 40-50

Objectives of the Course:

1. To help students understand and learn more about the content writing aspect of writing, types of content writing etc.
2. To make students aware about the opportunity available in the field of content writing.

Syllabus:

1. Introduction to Content Writing – Meaning, Types and Scope
2. Processes of content generation
3. Analysis of contents
4. Creation of self generated content

Course Outcomes:

1. Students will have knowledge about content writing techniques and analysis of different types of content available.
2. They will be able to develop content.

Ms. Suchismita Mohanty
Coordinator BA

Dr. Ashok Agrawal
Principal

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