

COURSE TITLE	CONTENT WRITING
COURSE CODE	07BA0318
COURSE CREDITS	3

Objective:

- 1 To introduce students to the concept, scope, and practical applications of content writing across various platforms.
- 2 To develop students' ability to write clear, concise, and audience-specific content for digital formats.
- 3 To familiarize students with essential techniques such as SEO, formatting, and visual-text balance for web and social media writing.
- 4 To enhance students' skills in editing and proofreading content for grammatical accuracy, coherence, and professional presentation.

Course Outcomes: After completion of this course, student will be able to:

- 1 Analyze various forms of writing (content, copy, and creative) to determine their purpose, audience, and tone.
- 2 Apply principles of audience awareness, clarity, and structure to produce effective content for digital platforms.
- 3 Implement SEO strategies to optimize content for search engines.
- 4 Evaluate and revise written content by editing for accuracy, coherence, and alignment with professional standards.

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
3	0	0	0	30	20	25	25

Contents : Unit	Topics	Contact Hours
1	Foundations of Content Writing Defining Content Writing , Comparing Content Writing, Copywriting, and Creative Writing, Identifying Audiences and Adapting Tone/Style, Crafting Clear and Concise Messages, Common Language Errors in Writing, Writing Headlines, Hooks, and Calls to Action	15

Contents : Unit	Topics	Contact Hours
2	Writing for Digital Platforms Drafting Website Content: Home, About, and FAQ pages for a fictional brand, Structuring and Writing Blogs, Applying SEO Basics: Keywords, writing meta descriptions, and improving scannability, Designing Social Media Posts: Captions, Hashtags, Visual-Text Balance, Maintaining Ethical Standards in Digital Writing	15
3	Professional and Creative Applications Content Writing for Branding and Marketing, Writing Product Descriptions and Reviews, Script Writing for Video/Audio Content (YouTube, Podcasts, Ads), Editing and Proofreading Techniques	15
Total Hours		45

Textbook :

- 1 Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content, Handley, Ann. , Wiley, 2014

References:

- 1 Style: Lessons in Clarity and Grace., Style: Lessons in Clarity and Grace., Williams, Joseph M., and Joseph Bizup, Pearson,, 2016
- 2 SEO 2015: Learn Search Engine Optimization with Smart Internet Marketing Strategies., SEO 2015: Learn Search Engine Optimization with Smart Internet Marketing Strategies., Cutts, Matt., CreateSpace Independent Publishing Platform, , 2014

Suggested Theory Distribution:

The suggested theory distribution as per Bloom’s taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
0.00	10.00	40.00	25.00	15.00	10.00

Instructional Method:

- 1 Lecture method combined with discussion
- 2 Use of ICT tools
- 3 Assignments,
- 4 Presentations,
- 5 Workshops,
- 6 Expert lectures
- 7 Self-study

Supplementary Resources:

- 1 <https://www.forbes.com/sites/ianshepherd/2024/12/26/read-these-10-books-to-master-content-creation-in-2025/>