

Phone: 033-2441-1710



# NABA BALLYGUNGE MAHAVIDYALAYA

(Formerly CHARUCHANDRA EVENING COLLEGE)

27E, Bosepukur Road, Kolkata - 700042

Email: nbmv2005@yahoo.co.in, Website: nbmahavidyalaya.in

NAME OF THE ADD-ON COURSE: CONTENT WRITING

TOTAL TIME: 30 Hrs.

DURATION: 17-06-2019 to 30-06-2019.

FACULTY IN CHARGE: Smt. Anwesha Sengupta

FACULTY MEMBERS: Smt. Sayantina Dutta

Sri Debojyoti Dan

Sri Pritha Chatterjee

The Curriculum consists of 11 Core Courses.

- 1. Introduction to Content Writing- 3 hrs- Anwesha Sengupta**  
Definition and importance of content writing  
Evolution of content writing  
Types of content writing  
Types of content (blog posts, articles, social media content etc.)
- 2. Understanding Audience and Purpose-3 hrs- Anwesha Sengupta**  
Audience analysis  
Writing for different platforms and purposes  
Tone, styles and voice in writing
- 3. Writing Techniques-3 hrs- Sayantina Dutta**  
Grammar, punctuation and syntax  
Clarity and conciseness  
Storytelling techniques  
Editing and proof reading
- 4. Content Strategy-3 hrs- Sayantina Dutta**  
Developing content ideas  
Content calendar creation  
Content distribution and promotion
- 5. Search Engine Optimization-3 hrs- Pritha Chatterjee**  
Basics of SEO  
Keyword research and implementation  
Writing for search engines without sacrificing readability
- 6. Content Marketing-3 hrs- Pritha Chatterjee**  
Content marketing fundamentals  
Integrating content with marketing strategies



Anwesha Sengupta

  
Principal  
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7. **Understanding different Content Formats-3 hrs- Pritha Chatterjee**
  - Blogging
  - Social media content
  - E-mail marketing
  - Whitepapers and case studies
8. **Legal and Ethical Considerations-3 hrs- Debojyoti Dan**
  - Copyright and plagiarism
  - Ethical considerations in content writing
  - Disclosures and disclaimers
9. **Tools and Resources-3 hrs- Debojyoti Dan**
  - Content management system( CMS)
  - Writing tools(Grammarly, Hemingway App.etc)
  - Analytical tools for measuring content performance
10. **Practical Assignments and Projects-1 hr- Debojyoti Dan**
  - Writing exercises
  - Developing content strategy for a hypothetical business
  - Creating simple pieces for different platforms
11. **Feedback and Revision-2 hrs- Anwesha Sengupta**
  - Peer review sessions
  - Feedback from instructors
  - Revision exercises to improve writing skills



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