

*PG, Department of  
English presents*

# CONTENT WRITING

## VALUE ADDED COURSE 2022-'23

### *01* UNLEASHING YOUR CREATIVE POTENTIAL

Discover the power of content writing, set goals, and embrace the digital landscape.

### *02* IDENTIFY YOUR NICHE & DEVELOP A UNIQUE VOICE

In this course, we'll cover how to build a content that is captive in the digital space.

### *03* CREATING COMPELLING CONTENT

Craft engaging content, master storytelling, and leverage various formats and platforms.

### *04* OPTIMUM USE OF SCIAL MEDIA

Increase visibility on social media by creating and crafting outstanding content

### *05* UNDERSTANDING AND ANALYSING USP

Geberate content specific to the target audience for wider reach and popularity.

### *06* CARVE YOUR OWN WRITING STYLE



# What's in STORE.

## **01 UNLEASHING YOUR CREATIVE POTENTIAL**

Welcome to the exciting and enriching world of content creation. In this unit the classes will focus on writing styles that are captive and engaging.

## **02 IDENTIFY YOUR NICHE & DEVELOP A UNIQUE VOICE**

The course will help you identify your strength and prepare you to ace in your areas of interest

## **03 CREATING COMPELLING CONTENT**

Content is the lifeblood of any successful content creator. In this chapter, we'll dive into the art of crafting compelling content that grabs attention and leaves a lasting impact on the target audience

## **04 ESTABLISHING YOUR PRESENCE**

This chapter, will guide you through the process of defining your personal brand and creating a cohesive brand identity for the band and the creator

## **05 CONCLUSION**

Content writing is the future of online marketing and advertising. This course will be an eyeopener to those who are willing to pursue a career in online media marketing