JUx
THE LEARNING HUB

JGi JAIN
DEEMED-TO-BE UNIVERSITY

Your Gateway to
Content Writing Career

Explore | Educate | Excel

EXECUTIVE PROGRAM IN
CONTENT WRITING

India's 1st Online Finishing School

JUx

JUx is an Online learning and engagement platform of Jain (Deemed-to-be University) offering industry relevant, in demand programs that enable learners to achieve their career goals. JUx offers you the opportunity to learn from industry pioneers, engage with best industry coaches and mentors who can enhance your career opportunities and make you future ready. We are committed to providing an exciting knowledge experience for every learner and aim to develop a community of learners who can develop their full potential for a promising career. The programs offered by JUx are the perfect blend of theoretical knowledge and practical skill that is in keeping with the current industry requirements.

Jain (Deemed-to-be University)

Ranked among the top universities in India and considered a cerebral destination for students across the world and Bangalore in particular, for its illustrious history of developing talent, Jain (Deemed-to-be University) is a hub for learning in every sense of the word.

The University which is based in Bangalore – the Silicon Valley of India, offers a conducive environment for learning, be it academically or extracurricular activities. Known for its emphasis on education, entrepreneurship, research and sports, Jain (Deemed-to-be University) has some of the best minds in the educational and research fields, and centers that inspire entrepreneurship and groundbreaking work to simplify and manage life better.

What makes Jain (Deemed-to-be University) different is its outlook towards life, its values and beliefs. Its ever-evolving and open-minded system and quest for continued success and resilience, has made it one of the top universities in India.

About the Program

Content Writing is one of the most up and coming careers in today's market. Everyone in any and every industry and domain require a Content Writer to upgrade their businesses. The Content Writing Certification Program is a way to prepare you for the future in the field of writing and also a great way for you to gain valuable experience.

Content Writing is about writing engaging, informative & interactive content that will help you communicate with your audience clearly and easily. On completion of the program, you will have a full skill set to write content for any domain in any industry.

You will be able to research, learn and curate new and unique content yourself. This program focus on the complete basics to advanced understanding of all the concepts in writing, including the different forms of online & offline content. The structural flow, models and hands-on approach helps equip the students with a complete in-depth understanding on how to start writing content, create the required content, and finally deliver it efficiently.

Course Start Date: 09th June 2020
Duration of the Course: 50 Hours (5 Weeks)
Class Schedule: 5.00 PM to 7.30 PM on Tuesdays, Thursdays, Saturdays & Sundays
Mode of Delivery: Online Instructor-Led

Key Highlights

- Get Certified from Jain (Deemed-to-be University).
- 1 Certificate for completing all modules in Content Writing
- Instructors from Jain (Deemed-to-be University) and Industry
- Master Classes – Well Crafted Webinars and Workshops delivered by Industry Experts
- Access to the latest tools and techniques along with their applications
- Weekly Assignments for better understanding of concepts
- Curated Mentorship
- 24*7 LMS Support
- Career Support – Webinars on Personality Development & 1:1 Career Counselling Sessions
- Placement Assistance

This program is most suited for those who want to make their career in Content Writing. It suits all who want to upskill and update their knowledge and expertise.

- Students Pursuing Graduation and Post Graduation
- Freshers, Working Professionals, Freelancers & Entrepreneur

Curriculum

LEVEL 1 – Introduction to Writing Introduction to Content Writing

- Essentials of Writing
- Grammar (Punctuations, Sentence formation, Difference between American & British English and Common errors)
- Tone & Its types
- Style & Its Types
- Difference between Digital Content & Offline Content
- Structure & its types
- Layout Guide
- Word Count vs Character Count

Understanding the Writing Cycle

- Pre-Write
- Draft
- Write
- Edit
- Publish
- Research and its Importance
- Readability VS Searchability

SEO & its concepts

- Introduction to Search Engine
- What is SEO
- Basics of SEO
- Keywords & Its Importance
- Keyword Research

Wordpress & Website Development

- Domain & Hosting
- Website Planning
- Wordpress Website - Practical

LEVEL 2 – The Creative aspect of Writing Creative Writing

- Types of Creative Writing
- Ghostwriting
- Script Writing
- Dialogue Writing
- Fiction Writing
- NaNoWriMo
- Wattpad

Article Writing

- Types of Articles
- Styles of Articles
- Article Publishing Platforms
- Book Reviews
- Newsletter & Magazine Writing

Research Writing

- The flow of a Research Paper
- Structure Flow of a research paper
- Article vs Research Papers

Scientific Writing

- The flow of the scientific paper
- Scientific Poster
- Scientific Writing vs Research Writing

LEVEL 3 – Digital Writing Blogging

- Tips for Blogging
- Types of Blogs
- Article vs Blog
- Pillar Page
- Blogging Platforms
- Blogger

Copywriting

- Tips & Techniques
- Web Copywriting
- Google Ads Copywriting
- Product Descriptions
- Taglines, Punchlines & Slogans
- Strategies

Social Media Content Writing

- Facebook
- Instagram
- Twitter
- Linkedin
- Meme
- Strategies

Email Writing

- Structure
- Marketing Mails
- Business Mails (Leave Request, Relieving Letter) To Be Added
- Email Etiquettes

LEVEL 4 – Upskill your writing profile Web Content Writing

- Tips for Web Content
- Types of Websites
- Guidelines & Safe Fonts
- Content Analyze Tools

White Paper Writing

- What is a White Paper
- Structure
- B2B White Papers
- B2C White Papers
- Tips & Techniques

Press Release

- WHow to write a Press Release
- Structure
- Uses

Testimonial & Case Studies

- What are Testimonials
- Why and How are they used
- What are Case Studies
- Structure
- Types of Case Studies Importance

LEVEL 5 – The final Step in Writing Technical Writing

- Resume Writing
- Grant Writing
- Medical Writing
- Proposal Writing
- Writing a cover letter
- User Manuals
- Landing Pages
- Logo software
- Cover page designing - Canva

E-book & Self-Publishing

- Structure, Format & Layouts
- Platforms for Self Publishing

Content Marketing & Strategies

- Strategic vs. Non Strategic Content
- Permanent challenges in creating effective content:
- Broader structure for creating content for social media
- Creating and promoting brands   with strategic content
- Segmenting markets
- Understanding the target segments
- Road map to create strategic content
- Maslow theory of human needs adapted to content strategy
- Porter's 5 force model

Getting Hired

- Websites for Content Writing Project
- Writing Proposals
- Using Hourly Tracking Software
- Setting up Milestones
- Payment through ESCROW
- Withdrawing Dollar amounts through Paypal

Learn 15+ tools to help improve your Content

- Keyword Research Tools
- Content Tools
- Grammar Tools
- Image Creation Tools
- Royalty Free Images

Course Outcome

- This course provides you with an overall understanding of Content Writing, the different types of online & offline content formats and how to write for any industry.

- The course gives you a complete understanding on the tools used by Content Writers.

- The students will be prepared to work on freelance projects.

- And lastly, the students will be able to work in any industry and domain

Orientation and Batch start Date:

- Online Instructor Led
- Orientation 7th June 2020
- Batch start Date 9th June 2020

Job prospects

- Content Writer
- Copywriter
- Blogger
- Web Content Developer

Skilling Partner

DIGITAL ACADEMY 360