

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 InstructorLed

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

SEO & its concepts

What is SEO

Basics of SEO

Introduction to Search Engine

Keywords & its Importance

- **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
- Readability VS Searchability
- **Wordpress & Website Development**

Keyword Research Research and its Importance

- Domain & Hosting Website Planning
- Wordpress Website Practical

Types of Creative Writing

LEVEL 2 - The Creative aspect of Writing Creative Writing

Ghostwriting

Dialogue Writing

- Script Writing
- **Fiction Writing**
- NaNoWriMo Wattpad

Article Writing

Types of Articles

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

Scientific Poster

The flow of the scientific paper

Scientific Writing vs Research Writing

Tips for Blogging Types of Blogs

LEVEL 3 - Digital Writing Blogging

- Article vs Blog
- Pillar Page
- Blogger
- Copywriting

Tips & Techniques

- Google Ads Copywriting **Product Descriptions**
- Strategies
- **Email Writing**

Structure

Marketing Mails

Email Etiquettes

Research Writing

The flow of a Research Paper

Article vs Research Papers

Structure Flow of a research paper

- **Blogging Platforms**

Web Copywriting

Taglines, Punchlines & Slogans

Instagram **Twitter**

Facebook

Social Media Content Writing

Linkedin

Meme

Strategies

Tips for Web Content Types of Websites

LEVEL 4 - Upskill your writing profile Web Content Writing

- Guidelines & Safe Fonts Content Analyze Tools
- **White Paper Writing** What is a White Paper
- Structure **B2B** White Papers **B2C** White Papers
- Tips & Techniques
- What are Testimonials

Testimonial & Case Studies

- Why and How are they used What are Case Studies
- Structure Types of Case Studies Importance
- Resume Writing **Grant Writing**
- **Medical Writing Proposal Writing**
- Writing a cover letter **User Manuals**

Landing Pages Logo software

- Cover page designing Canva

Structure, Format & Layouts Platforms for Self Publishing

E-book & Self-Publishing

- **Content Marketing & Strategies**
- 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

Strategic vs. Non Strategic Content

- Porter's 5 force model
- Writing Proposals
- Setting up Milestones Payment through ESCROW

through Paypal

Withdrawing Dollar amounts

WHow to write a Press Release

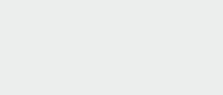
Business Mails (Leave Request, Relieving Letter) To Be Added

Press Release

Structure

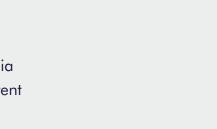
Uses

- **LEVEL 5 The final Step in Writing Technical Writing**









- Learn 15+ tools to help improve your Content **Getting Hired** Websites for Content Writing Project Keyword Research Tools

Maslow theory of human needs adapted to content strategy

Using Hourly Tracking Software Grammar Tools Image Creation Tools

Content 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 students will be prepared to work on freelance projects.
- The course gives you a complete understanding on the tools used by Content Writers.
- 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

