SILVER OAK UNIVERSITY
School of Technology, Design and Computer Application
Silver Oak College of Computer Application
Bachelor of Science Computer Science & Information Technology
Course Name: Content & Blog Writing
Course Code: 3040003263
Semester: 4ᵗʰ

Prerequisite: content writing is a strong command of language, grammar, and the ability to research and communicate effectively.

Course Objective: This course aims to equip students with the essential skills and knowledge required for effective content writing and blogging in various digital platforms. Through practical exercises and theoretical learning, students will learn how to craft engaging and compelling content, optimize it for online visibility, and build a successful online presence.

Teaching Scheme:

Teaching Scheme				
L	T	P	Contact Hours	Credit
2	0	0	2	2

Contents:

Unit No.	Course Contents	Teaching Hours	% Weightage
1	**Introduction to Content Writing and Blogging** Overview of content writing and blogging, Importance of quality content in digital marketing, Understanding target audience and defining objectives, Basics of storytelling and narrative structure, Introduction to popular blogging platforms.	7	25
2	**Crafting Compelling Content** Writing techniques for different digital platforms (blogs, social media, Websites), Developing unique voice and style, Creating attention-grabbing headlines and hooks, Incorporating multimedia elements (images, videos) effectively.	7	25
3	**Building and Managing a Blog** Setting up a blog: platforms, hosting, and domain, Designing user-friendly blog layout and navigation, Planning editorial calendar and content scheduling, Engaging with readers through comments and feedback, Monetization strategies and affiliate marketing.	7	25

4	**Content Promotion and Analytics** Promoting content through social media, email marketing, and other channels, Understanding analytics: tracking and measuring content performance, Interpreting metrics like traffic, engagement, and conversion, Iterative improvement: using data to refine content strategy, Case studies and success stories in content marketing.	7	25

Course Outcome:

Sr. No.	CO-Statement	Unit No
CO-1	Understand the principles of effective content writing and blogging.	1
CO-2	Develop proficiency in creating engaging and audience-focused content.	2
CO-3	Explore various digital platforms and their relevance for content dissemination.	3
CO-4	Build practical skills through hands-on exercises and blogging assignments.	4

Teaching & Learning Methodology:

1. Problem - based Learning
2. Design Thinking
3. Cooperative-based Learning

Major Equipment:

1. Latest PCs with related software

Books Recommended:

1. Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content" by Ann Handley
2. "Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business" by Ann Handley and C.C. Chapman

List of Open-Source Software/learning website:

1. HubSpot Academy: Offers free courses on content marketing, blogging, and writing compelling content.
2. Copyblogger: Provides valuable resources and articles on content marketing, copywriting, and blogging.

3. Content Marketing Institute (CMI): Offers guides, articles, and online courses on various aspects of content marketing, including writing for blogs.

CO-PO-PSO Matrix:

Co. No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO-1	3	1	1	1	1							1	1	2
CO-2	3	2	3	2	3							1	1	1
CO-3	3	2	2	2	3							1	1	2
CO-4	3	2	1	1	2							1	1	1