



Certificate Course in Content Writing

**Collaborative initiative between Fergusson College
(Autonomous) and Technowrites, Pune**



Need of Content Writing

Some interesting facts:

- The amount of information available in the world doubles every two years. Half of that information becomes obsolete in about one year
- Content writing is considered a highly skilled area and presents opportunity for a full time/part time career

- Content Marketing is the most selling strategy for web/online sales. This is increasing the demand of content writers exponentially worldwide
- Content needs to be continuously updated and published to attract customers
- Like software development, content writing is also a global profession

Every business has an online presence today. Anyone who is online needs content. Internet will be here for lot of centuries to come and penetrate our lives more & more through hand-held devices.

Think of the demand of content writers!

In order to meet the industry's requirement, we have launched this course to train "aspiring-content writers." This course can also be beneficial to the existing content writers in honing their skills.

Types of Content related jobs in demand

- Text authors
- Media authors (audio, video)
- Editors
- Translators
- Technical writers
- Instructional designers
- Trainers
- Analysts
- Critics
- Journalists

About the Course

Course Title	Course in Content Writing
Course Fees	Rs 20,000+18% GST
Course Duration	8 weeks (Two-hour sessions 2/3 times a week) Credits: 6
Course Venue	Fergusson College, Pune

Course Timings	Late afternoon or evening sessions (based on convenience of majority of participants)
Course Material	<ul style="list-style-type: none"> • Training booklets designed by Technowrites's team. • Content Writers Starter Kit (Free tools) • Technowrites's Document Repository <ul style="list-style-type: none"> ○ Course Documents ○ Other Information ○ Related Links

Course Syllabus

Subject 1: Content Writing Theory

- Demand for Content-Based Careers
- Role of a Content Writer
- Content Writing Process
- Gathering Information

Subject 2: Content Writing Tools

- Content Writing Tools
- Reviewing Tools
- Introduction to HTML
- Introduction to Blogging
- Introduction to Twitter

Subject 3: Advanced Topics

- Content Writing Project Management
- Search Engine Optimization
- SEO Guidelines
- Infographics
- Legal Aspects of Content Writing

Special Addition: Freelancing Module

- **NEW** Introduction to freelancing
- **NEW** Registering a company
- **NEW** Creating your website
- **NEW** Creating your portfolio
- **NEW** Preparing a quotation
- **NEW** Preparing an invoice

Assignments:

Compulsory Assignments (Related exercises for each of the assignments below)

- ✓ Searching content
- ✓ Product description
- ✓ Writing articles
- ✓ Writing blogs

Optional Assignments

- ✓ Using Twitter
- ✓ Preparing booklet (Long exercise)

There are several additional exercises recommended for practice. Assessment and feedback will be provided for them too.

What is unique about this course

The following points make this course unique

- Trained and experienced faculty with real hands on experience (probably the best in India)
- Repeat sessions offered free-of-cost
- Excellent learning content including videos, online quizzes, training booklets, and so on
- Video snippets for features of tools provided for reference
- Pen drive containing course material (videos, assignments, schedule and other study material)
- Includes assignments which are designed based on Content Writer's day-to-day work
- Information collection questionnaire with explanation of every question
- Technowrites Document Repository pen drive. You can copy material, audio files, articles, training transcripts, and much more. This will continue even after the course is completed.
- Students will receive updates and job postings even after course is completed.
- Interview guidance and placements assistance
- Resume writing tips to help you build an effective resume
- Career guidance, career counselling and salary negotiation assistance is provided.
- More than 1000 candidates already placed through Technowrites courses
- Opportunity to work on live projects
- Not biased to any particular language (Listed tools for writing in different regional languages)
- Links to free sources of tools required to become a content writer
- **NEW** Freelancing Module – A complete roadmap to help you get started
- **NEW** Concept Dictionary – a dictionary to help you revise all important concepts

Technowrites Document Repository

This is a pen drive with different sets of documents, for easy reference. New documents are regularly added to the existing material. You can copy this material, audio files, articles,

training transcripts, and much more. You can continue to use it even after the course is completed.

Eligibility

The eligibility for the course models is as follows:

- Graduation in any discipline is recommended. However, undergraduates/diploma holders can also be considered. Ideal for Final year UG/PG students from any discipline
- Open to students from Fergusson College as well as outside
- Good command over the language in which content is to be written
- Ability to write well on diverse topics
- Knowledge of MS Windows & World Wide Web

Students trained at Technowrites have been hired by the following companies:

- Amdocs
- Avaya
- Accenture
- BMC
- CapGemini
- Cognizant
- Tech Mahindra
- Cybage
- Fundtech
- Geometric Software solutions
- gloStream
- Hewlett-Packard (HP), India
- Honeywell Technologies
- HSBC Software Development
- IBM
- Infosys Technologies Limited
- Kenati Technologies
- KPIT Cummins Infosystems
- National Informatics Centre
- Oracle
- Persistent Systems
- SAP Labs
- Siemens 3D PLM
- Sify
- SunGard
- Symantec
- Tata Technologies
- TCS
- MIT College, Pune
- NTT Data
- Tibco
- TechTalks
- Hitachi

- Red Hat Solutions
- Fluxonix Technologies
- Progigo Software
- United Software Association
- Commit Technologies
- System Plus Technologies
- Knowledge Labs
- NICE Software Solutions
- Ecotech IT Solutions
- Reflexis Systems
- Blink Consulting
- Buzzle Software
- Schlumberger
- Juniper Networks
- Fiserv