

BIRLA INSTITUTE OF LIBERAL ARTS AND MANAGEMENT SCIENCES

CONTENT WRITING & BLOGGING

DURATION : 4 MONTHS (16 WEEKS - 32 CLASSES)

- ▶ INTRODUCTION TO CONTENT WRITING**
- ▶ GETTING STARTED WITH CONTENT WRITING**
- ▶ WEB CONTENT WRITING**
- ▶ MANAGING SOCIAL MEDIA CONTENT FOR AN ORGANIZATION**
- ▶ WRITING A BLOG**
- ▶ SEARCH ENGINE OPTIMIZATION**
- ▶ WHAT IS PLAGIARISM?**
- ▶ TECHNICAL CONTENT WRITING**
- ▶ EDITING**
- ▶ CONTENT FOR MARKETING COLLATERAL**
- ▶ BUILDING YOUR PERSONAL BRAND**
- ▶ BUSINESS CONTENT WRITING**
- ▶ CREATIVE CONTENT WRITING**
- ▶ THE IMPORTANCE OF READING**
- ▶ WRITING REVIEWS**
- ▶ WRITING FOR THE SCREEN – BASICS**

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