SYLLABUS FOR BOARD OF STUDIES ADOPTION — generated from the live catalogue record

Content Writing and Digital Journalism

X-A1 · 3 days (configurable 1–5 days) · Arts & Humanities · Media & Communication · Years: 2nd, 3rd, PG

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OVERVIEW

Students research, write and publish digital articles that hold a reader and rank in search.

Digital media runs on content; arts graduates who can write for the web and for search step straight into journalism, marketing and communications roles.

HOURS AND CREDIT POSITION

Contact hours: 24 Guided project: 6 Self-study: 0 Notional total: 30

Credit claim: 1
30 notional hours ÷ 30 hours per credit (NSQF track, UGC Micro-credentials Guidelines §5.3.3) = 1 credits.

COURSE OUTCOMES

CO1. Write a web article with a clear structure and headline (K3)
CO2. Research and verify sources for a story (K4)
CO3. Apply SEO principles to a piece of writing (K3)
CO4. Edit a draft for clarity and accuracy (K4)
CO5. Produce a published portfolio of digital articles (K5)

COURSE CONTENT — MODULES

Hours shown are the recommended format; module time scales proportionally when the engagement runs 1–5 days.

Module 1 — Writing for the web (4h recommended)
Theory: Voice, structure, headlines
Lab: Draft web-ready pieces
Output: Draft articles

Module 2 — Research and verification (4h recommended)
Theory: Sourcing, fact-checking, ethics
Lab: Research and verify a story
Output: Sourced story

Module 3 — Digital journalism (4h recommended)
Theory: The news cycle, formats, interviewing
Lab: Report a short news piece
Output: News piece

Module 4 — SEO writing (4h recommended)
Theory: Keywords, readability, structure
Lab: Optimise a piece for search
Output: SEO-optimised piece

Module 5 — Editing and publishing (4h recommended)
Theory: Self-editing, the CMS, publishing
Lab: Edit and publish an article
Output: Published article

Module 6 — Capstone (4h recommended)
Theory: A published portfolio of articles
Lab: Publish a portfolio
Output: Article portfolio

ASSESSMENT SCHEME (100 MARKS)

Continuous exercises — 40 marks
Portfolio capstone — 40 marks
Critique & viva voce — 20 marks

CO–PO MAPPING

CO1 !' PO10 (strength 2)
Writing is the core communication skill.

CO2 !’ PO4 (strength 2)
Sourcing and verification are investigation.
CO3 !’ PO5 (strength 2)
SEO practice is modern-tool usage.
CO4 !’ PO10 (strength 2)
Editing is refined communication.
CO5 !’ PO3 (strength 2)
The portfolio is a produced body of work.

EVERY PARTICIPANT RECEIVES

- Certificate of completion
- Course material
- LMS access
- Interview question bank
- Mock interview & viva practice

FEE

¹700 per student, incl. GST
Excludes the optional nasscom assessment where offered. Final pricing on your college's quotation.

DESIGNED BY

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