

Diploma in Content Creation

Syllabus

Program Code:



2025 – 2026 Onwards

BHARATHIAR UNIVERSITY

(A State University, Accredited with “A++” Grade by NAAC,

Ranked 46th among Indian Universities by MHRD-NIRF,

Coimbatore - 641046, Tamil Nadu, India

VISION

Bestow globally comparable quality education on youth, embodied with character building, to invoke the University's motto "Educate to Elevate" and uphold the secular ideals of the nation as envisioned by *Mahakavi Subramania Bharathiar*.

MISSION

- To be innovative and inclusive, committed to excelling in teaching, research and knowledge transfer and to serving the social, cultural and economic needs of the nation.
- To innovate and offer academic programmes in various disciplines through synergistic interaction with the industry and society.
- To impart knowledge and skills and to provide a learning environment to acquire attitudes to students and equip them to face the emerging challenges of the knowledge era.
- To provide equal opportunity to women students, differently abled, and minorities and prepare them to be equal partners in accomplishing the scientific and technological demands of the nation.
- To contribute to the advancement of knowledge through applied research leading to newer products and processes.
- To prepare the students to work for societal transformation with a commitment to justice and equality and emerge as job providers.
- To inculcate in students a global vision with skills of international competence.

TITLE OF THE PROGRAM: Diploma in Content Creation

DURATION

- **Minimum Duration:** Six Months
- **Maximum Duration:** Two years (with provision for Re-registration if required)

CREDIT DISTRIBUTION: Total Credits: 20 credits (as per UGC credit framework)

ELIGIBILITY: 10 (SSLC) or equivalent from a recognized board unless otherwise specified.

MEDIUM OF INSTRUCTION: English

MODE OF LEARNING : ODL/OL

• **Open and Distance Learning (ODL)**

The programme shall be conducted through remote learning using a blend of print and digital learning materials, supplemented by occasional Personal Contact Program (PCP) sessions to facilitate learner interaction and academic support.

• **Online Mode: (OL)**

The programme shall be conducted using digital learning materials, supplemented by 12 hours / course (mandatory) of Interactive Live Lectures (online sessions) to facilitate learner interaction and academic support.

FEES STRUCTURE

Fee structure as approved by the Centre for Distance and Online Education, Bharathiar University, Coimbatore.

ATTENDANCE

Particulars	Requirement for Certificate Programme	Requirement for Diploma Programme
Number of Personal Contact Programs (PCPs)	12 PCPs	12 PCPs
Duration of Each PCP	6 Hours per PCP	6 Hours per PCP
Total Contact Hours	12 Hours per course (60 hours)	12 Hours per course (120 hours)
Total study hours of learners	60 Hours	120 Hours
Mandatory Participation	75% in each course	75% in each course

REQUIREMENT TO APPEAR FOR THE EXAMINATIONS

A candidate enrolled for the programme must have the minimum period of attendance in theory and practical classes prescribed to appear for the examinations with the fees prescribed and fulfills all other conditions stipulated from time to time.

CONDITIONS TO APPEAR FOR THE EXAMINATIONS

The learner appearing for the examination for the first time should register for all the course by remitting the fee

ODL

- **First Appearance:** Learners appearing for the examination for the first time shall register for all the prescribed courses of that semester by remitting the requisite examination fee.
- **Examination Centre:** Learners must specify their preferred examination centre in the examination application form. Once selected, the examination centre cannot be changed under any circumstances.
- **E-Hall Ticket:** Learners shall download their E-Hall Tickets from the University website and obtain the signature of the Chief Superintendent of the opted examination centre upon submission of their valid identity card. This process must be completed during the three working days preceding the commencement of the examinations.

OL

- **First Appearance:** Learners appearing for the examination for the first time shall register for all the prescribed courses of that semester by remitting the requisite examination fee.
- **E-Hall Ticket:** Learners shall download their E-Hall Tickets from the University website for the examination and write the examinations through online mode.
- **Examination :** The learners can download the question paper and scan & upload their answer script from their registered user id.

EVALUATION PATTERN

a. Distribution of Marks in Continuous Internal Assessments (CIA): 25% weightage

The following procedure shall be followed for awarding internal marks for theory courses.

Continuous Internal Assessment (CIA) Test	10 Marks
Assignment / Seminar	05 Marks
Participation	05 Marks
Total	25 Marks

1. CIA Test and Question Pattern :

Two Continuous Internal Assessments (CIA-I & CIA II) must be conducted. Better of the TWO will be counted for Test Marks (10 Marks)

Section A – Objective Question	4 x1 = 4 marks
Section B – Short Answer Questions Essay Type (Either or type)	2 x 5 = 10 marks
Section C – Long Answer Questions Essay Type (Either or type)	2x 8 = 16 marks

2. **Assignments/ Seminar.**

Assignments (I/II)/ Better of the TWO will be counted for Assignment Marks (5 Marks)
OR Seminar will be conducted for 5 Marks.

3. **Participation** (which includes attendance) – 5 Marks

b. **Practical (4 Credits)** – At the end of Each Semester

- Practical (100 marks) - **Internal – 25 marks & External – 75 Marks**

c. **End-Semester Examination (ESE): 75% weightage**

ODL Mode and Duration of Examinations

1. **Mode of Examination:** All examinations (Pen-Paper) shall be conducted offline at designated physical locations such as the University campus or approved Learner Support Centres (LSCs), under the supervision of duly appointed invigilators and as per the fixed examination schedule notified by the University.
2. **Duration:** Each examination shall be of **Three (3)** hours' duration, covering both theoretical concepts and their practical applications.

OL Mode and Duration of Examinations

1. **Mode of Examination:** All examinations shall be conducted through an online/proctored computer-based examination pen-and-paper methods) under the supervision of duly appointed invigilators and as per the fixed examination schedule notified by the University.

2. **Duration:** Each examination shall be of three (3) hours' duration, covering both theoretical concepts and their practical applications.

Distribution of marks in the End-Semester Examination - Question Paper Pattern:

Section	Type of question	No. of questions	Marks	Total
A	Objective Question	10 (Compulsory) Two from each Unit	1	10
B	Short Essay (300 words each)	5 out of 5 (Either or Type) Two from each Unit	5	25
C	Essay Type (1000 words each)	5 Questions (Either or Type) Two from each Unit	8	40
			Total	75

d. Passing Criteria:

- Minimum 40% passing marks (Internal + External) in each course.
- Minimum 30% passing marks are mandatory in External.
- Minimum 40% passing marks in practical / project component.
- Aggregate of 40% marks required for successful completion of the diploma programme.

e. Grading System : (As per 10-point UGC Credit Framework)

The following table gives the marks, grade points, letter, grades and classification to Indicate the performance of the candidate.

For the entire programme:

- CGPA = Sum of the multiplication of grade points by the credits of the entire programme / Sum of the credits of the courses for the entire programme.

$$\text{Cumulative Grade Point Average [CGPA]} = \frac{\sum n \sum i C_{ni} G_{ni}}{\sum n \sum i C_{ni}}$$

RANGE	CGPA	Grade	Classification of Result
95-100	9.5-10.0	O ⁺	First Class- Exemplary*
90-94	9.0 and above but below 9.5	O	
85-89	8.5 and above but below 9.0	D ⁺⁺	First Class with Distinction*
80-84	8.0 and above but below 8.5	D ⁺	
75-79	7.5 and above but below 8.0	D	
70-74	7.0 and above but below 7.5	A ⁺⁺	First Class
65-69	6.5 and above but below 7.0	A ⁺	
60-64	6.0 and above but below 6.5	A	
55-59	5.5 and above but below 6.0	B ⁺	Second Class
50-54	5.0 and above but below 5.5	B	
45-49	4.5 and above but below 5.0	C ⁺	Third Class
40-44	4.0 and above but below 4.5	C	
0-39	0.0 and above but below 4.0	U	Re-appear

- a. A candidate who has passed all the courses in the first appearance within the prescribed duration of the diploma programmes and secured a CGPA of 9 to 10 and equivalent grades

“O” or “O+” in Core and Project courses shall be placed in the category of “**First Class – Exemplary**”.

- b. A candidate who has passed all the courses in the first appearance within the prescribed duration of the Diploma programmes and secured a CGPA of 7.5 to 9 and equivalent grades “D” or “D+” or “D++” in Core and Project courses shall be placed in the category of “**First Class with Distinction**”.
- c. A candidate who has passed all the courses of the Diploma programmes and secured a CGPA of 6.0 to 7.4 and equivalent grades “A” or “A+” or “A++” in Core and Project courses shall be declared to have passed in “**First Class**”.
- d. A candidate who has passed all the courses examination of the Diploma programmes and secured a CGPA of 5.0 to 5.9 and equivalent grades “B” or “B+” in Core and Project courses shall be declared to have passed in “**Second Class**”.
- e. A candidate who has passed all the courses examination of the Diploma programmes and secured a CGPA of 4.0 to 4.9 and equivalent grades “C” or “C+” in Core and Project courses shall be declared to have passed in “**Third Class**”.

BHARATHIAR UNIVERSITY, COIMBATORE 641 046

English – CDOE

(For the Candidates admitted during the academic year 2025-2026 onwards)

PROGRAMME STRUCTURE

Course Code	Title of the Course	Maximum Marks			
		Credits	CIA	ESE	Total
FIRST SEMESTER					
DCC 11	Fundamentals of Content Creation	4	25	75	100
DCC 12	Creative Writing and Copywriting	4	25	75	100
DCC 13	Blogging and Online Writing	4	25	75	100
DCC 14	Social Media Content and Strategy	4	25	75	100
DCC 15	Visual Storytelling and Graphic Content	4	25	75	100
Total		20	125	375	500
SECOND SEMESTER					
DCC 21	Podcasting and Audio Content	4	25	75	100
DCC 22	Video Production for Digital Media	4	25	75	100
DCC 23	SEO and Content Marketing	4	25	75	100
DCC 24	Content Project and Portfolio Development	4	25	75	100
DCC 25	Internship/Project	4	25	75	100
Total		20	125	375	500
Grand Total		40	250	750	1000

PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

<i>These are broader goals describing what graduates are expected to achieve a few years after completing the diploma — typically in their professional careers, community roles, and lifelong learning. The graduates will</i>	
PEO1	Apply advanced knowledge of writing, design, multimedia, and digital communication across multiple content platforms.
PEO2	Develop original, engaging, and purposeful content that aligns with audience needs, brand messaging, and communication goals.
PEO3	Use industry-relevant software, social media tools, analytics platforms, and production technologies to create high-quality digital content.
PEO4	Establish themselves as content writers, social media managers, digital marketers, designers, video editors, podcasters, or freelancers.
PEO5	Exhibit strong written, visual, audio, and interpersonal communication skills across diverse digital environments.
PEO6	Demonstrate respect for copyright, authenticity, audience diversity, inclusivity, and ethical standards in all content production.
PEO7	Initiate content-driven ventures, manage client-based projects, and utilise digital platforms for independent creative work.
PEO8	Continuously update skills and adapt to evolving content formats, algorithms, technologies, and audience behaviours.

PEO9	Use content creation skills to support social causes, educational initiatives, community engagement, and digital literacy efforts.
PEO10	Lead content teams, plan campaigns, manage digital projects, and innovate within professional or organisational settings.

PROGRAMME OUTCOMES (POs)

Program outcomes reflect the expected knowledge, skills, and attitudes of graduates.	
PO1	Apply principles of writing, visual communication, digital storytelling, multimedia design, and audience analysis.
PO2	Create clear, creative, and compelling content across blogs, social media, scripts, audio, and video formats.
PO3	Employ software tools, editing applications, analytics platforms, and multimedia technologies to create high-quality content.
PO4	Develop content tailored to specific digital spaces—social media, blogs, websites, podcasts, and video platforms.
PO5	Identify audience needs, trends, and digital behaviours to produce targeted and meaningful content.
PO6	Adhere to copyright rules, avoid plagiarism, maintain accuracy, respect audience diversity, and follow ethical digital norms.
PO7	Work efficiently in teams, manage roles, handle communication with clients, and contribute to collaborative projects.
PO8	Use problem-solving, ideation, analysis, and innovation to improve content quality and relevance.
PO9	Interpret digital metrics, user engagement data, and feedback to refine content strategies.
PO10	Compile professional-quality portfolios showcasing writing, design, audio–visual content, and completed projects.

PROGRAM SPECIFIC OUTCOMES (PSOs)

PROGRAM SPECIFIC OUTCOMES (PSOs)	
The Specific teaching and classroom-related outcomes tied to the D.P.Ed curriculum are	
PSO1	Produce blogs, social posts, web copy, scripts, podcasts, videos, and graphic content of industry standards.
PSO2	Use persuasive writing, storytelling, brand voice, SEO-friendly language, and marketing communication skills.
PSO3	Plan content calendars, design campaigns, create platform-specific posts, and monitor engagement metrics.
PSO4	Record, edit, and publish podcast episodes using professional software and storytelling techniques.
PSO5	Shoot, edit, design, and finalise video content suitable for YouTube, Instagram, Facebook, and websites.
PSO6	Develop search-optimised content, conduct keyword research, and track digital performance analytics.
PSO7	Create infographics, posters, thumbnails, reels, and graphic narratives using relevant design applications.
PSO8	Prepare curated digital portfolios showcasing writing, design, video, and multimedia works for employment or freelancing.

PSO9	Plan, produce, and deliver client-based or institutional content projects with professional output quality.
PSO10	Manage content projects independently, handle client communication, and build a sustainable digital career.

FIRST SEMESTER

Course Code	DCC 11	Title of the Course	
Core	Core I	Fundamentals of Content Creation	
Pre-requisite	Basic proficiency in English and familiarity with digital platforms such as social media, blogs, or websites. No advanced technical skills required.		Syllabus Version 2025-2026
Course Objectives:			
The main objectives of this course are to:			
<ul style="list-style-type: none"> • Develop foundational knowledge of the principles, processes, and types of content creation. • Introduce learners to audience analysis, content planning, and platform-specific communication. • Enhance creativity, clarity, and effectiveness in producing written, visual, and multimedia content. • Familiarise learners with essential digital tools used for ideation, drafting, editing, and publishing content. • Build awareness of ethical, legal, and professional standards in online content production. 			
Expected Course Outcomes:			
On the successful completion of the course, student will be able to:			
1.	Define the core concepts, types, and characteristics of digital content creation.		K1
2.	Explain the steps involved in content planning, audience analysis, and platform selection.		K2
3.	Apply basic techniques of writing, designing, and structuring content for various digital formats.		K3
4.	Analyse the efficiency of content using clarity, engagement, relevance, and audience-fit criteria.		K4
5.	Create original, ethical, and platform-appropriate content using suitable digital tools.		K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create			
Block-I	FOUNDATIONS OF CONTENT CREATION		
	Unit 1: Meaning, Nature, and Scope of Content Creation Unit 2: Types of Content: Textual, Visual, Audio, and Interactive Unit 3: Understanding Digital Communication Environments		
Block-II	DIGITAL PLATFORMS AND CONTENT TYPES		
	Unit 4: Web Content, Social Media Content, and Micro-Content Unit 5: Long-form Content: Articles, Scripts, Blogs Unit 6: Content for Multimedia Platforms (Video, Podcasts, Infographics)		
Block-III	AUDIENCE AND PURPOSE IN CONTENT CREATION		
	Unit 7: Audience Profiling and Segmentation Unit 8: Tone, Style, and Register Based on Purpose Unit 9: Engagement Strategies and Storytelling Basics		
Block-IV	TOOLS AND TECHNIQUES FOR CONTENT CREATION		
	Unit 10: Writing Tools, Editing Tools, and Content Planning Tools Unit 11: Basics of Visual Design and Layout Principles Unit 12: Introduction to Content Management Systems (CMS)		
Block-V	ETHICS, STANDARDS, AND BEST PRACTICES		

Unit 13: Ethical Content Creation: Plagiarism, Copyright, Fair Use Unit 14: Professional Conduct in Digital Spaces Unit 15: Quality Assurance, Feedback, and Content Revision	
Total Lecture Hours	12 Hours
Course Designed by	
Dr. V.SURESH, Assistant Professor of English, CDOE, Bharathiar University, Coimbatore	
Reference Books	
<ul style="list-style-type: none"> • Meerman, D. Scott. <i>The New Rules of Marketing & PR</i>. Wiley, 2022. • Bly, Robert W. <i>The Content Writing Handbook</i>. HarperCollins, 2020. • Handley, Ann. <i>Everybody Writes: Your New and Improved Go-To Guide to Creating Ridiculously Good Content</i>. Harper Business, 2022. • Rose, Robert & Joe Pulizzi. <i>Killing Marketing: How Innovative Businesses Are Turning Marketing Cost Into Profit</i>. McGraw-Hill, 2018. • Pulizzi, Joe. <i>Epic Content Marketing</i>. McGraw-Hill, 2023 (Updated Edition). Stratton, Jon. <i>Digital Media Concepts</i>. • Miller, Vincent. <i>Understanding Digital Culture</i>. • Whitaker, Jason. <i>The Internet: The Basics</i>. • Bly, Robert W. <i>The Content Writer's Handbook</i>. 	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
MOOC / SWAYAM / NPTEL	
<ol style="list-style-type: none"> 1. SWAYAM – Content Writing Course (AICTE-approved) 2. NPTEL – Introduction to Marketing Essentials (IITs) 3. Coursera – Content Strategy for Professionals (Northwestern University) 4. edX – Digital Branding and Content Creation (Curtin University) 5. Google Digital Garage – Fundamentals of Digital Marketing (Free Certification) 	
Useful Websites	
<ol style="list-style-type: none"> 1. HubSpot Academy – Guides on content marketing & blogging 2. Canva Design School – Free tutorials on visual content creation 3. Grammarly Blog – Writing and editing tips 4. Hootsuite Blog – Social media trends and strategy 5. Copyblogger.com – Articles on writing, storytelling, and content strategy 	
<ul style="list-style-type: none"> • https://swayam.gov.in/ • https://www.coursera.org/ • https://egyankosh.ac.in/ • https://www.contentmarketinginstitute.com/ 	

MAPPING WITH PROGRAMME OUTCOMES										
COS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	S	M	S	M	S
CO2	S	S	S	S	M	S	S	S	S	M
CO3	S	M	S	S	S	M	S	S	S	S
CO4	S	S	S	M	S	S	S	M	S	S
CO5	S	S	S	S	S	S	S	S	M	S

S-Strong; M-Medium; L-Low

Course Code	DCC 12	Title of the Course	
Core	Core II	Creative Writing and Copywriting	
Pre-requisite	Basic proficiency in English language and familiarity with basic content creation concepts (in DCC 11–Fundamentals of Content Creation).		Syllabus Version 2025-2026
Course Objectives:			
The main objectives of this course are to:			
<ul style="list-style-type: none"> • Introduce the principles, forms, and techniques of creative writing. • Demonstrate methods of generating ideas and crafting original narratives. • Illustrate essential copywriting strategies used in advertising and marketing. • Expose learners to persuasive writing techniques for digital and print media. • Enable learners to create compelling, audience-centred creative and advertising content 			
Expected Course Outcomes:			
On the successful completion of the course, student will be able to:			
1.	Describe the fundamentals, forms, and features of creative writing.		K1
2.	Explain narrative techniques, character development, and stylistic choices.		K2
3.	Apply creative thinking to produce original poems, stories, and dialogues.		K3
4.	Analyse advertising needs and craft effective, persuasive copy.		K4
5.	Create impactful taglines, scripts, and promotional content for media platforms.		K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6– Create			
Block-I	FOUNDATIONS OF CREATIVE WRITING		
Unit 1: Meaning, Nature, and Scope of Creative Writing Unit 2: Elements of Creativity and Imagination Unit 3: Forms of Creative Writing: Poetry, Fiction, Drama, Life Writing			
Block-II	TECHNIQUES AND TOOLS FOR CREATIVE WRITING		
Unit 4: Plot Construction, Setting, Dialogue, and Characterisation Unit 5: Narrative Voice, Tone, and Style Unit 6: Writing Exercises: Imagery, Descriptive Writing, and Sensory Detail			
Block-III	INTRODUCTION TO COPYWRITING		
	3 Hours		
Unit 7: Principles and Purpose of Copywriting Unit 8: Types of Copy: Advertising, Marketing, Branding, and Social Media Unit 9: Psychology of Persuasion: AIDA, USP, Emotional Appeal			
Block-IV	COPYWRITING FOR MEDIA AND ADVERTISING		
Unit 10: Writing for Print Media: Headlines, Taglines, Body Copy Unit 11: Writing for Digital Media: Websites, Social Media, Emailers Unit 12: Script Writing for Audio-Visual Media (Radio, TV, YouTube)			
Block-V	EDITING, ETHICS, AND PROFESSIONAL STANDARDS		

Unit 13: Editing and Proofreading for Creative and Advertising Content
 Unit 14: Ethical and Responsible Communication; Avoiding Misleading Claims
 Unit 15: Portfolio Building and Career Opportunities in Content and Copywriting

Course Designed by

Dr. V.SURESH,
 Assistant Professor of English,
 CDOE, Bharathiar University,
 Coimbatore

Reference Books

Handley, A. (2014). *Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content*. Hoboken, NJ: John Wiley & Sons.
 Bly, R. W. (2006). *The Copywriter’s Handbook: A Step-by-Step Guide to Writing Copy That Sells* (3rd ed.). New York: Henry Holt and Company.
 Zinsser, W. (2006). *On Writing Well: The Classic Guide to Writing Nonfiction* (30th Anniversary ed.). New York: HarperCollins.
 King, S. (2000). *On Writing: A Memoir of the Craft*. New York: Scribner.
 Ogilvy, D. (1983). *Ogilvy on Advertising*. New York: Vintage Books.
 Strunk, W., Jr., & White, E. B. (2000). *The Elements of Style* (4th ed.). New York: Longman.
 Sugarman, J. (2006). *The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America’s Top Copywriters*. Hoboken, NJ: John Wiley & Sons.

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

MOOC / SWAYAM / NPTEL

1. SWAYAM – *Writing for the Web*
2. SWAYAM – *Creative Writing*
3. NPTEL – *Technical Communication for Writers*
4. Coursera – *Creative Writing Specialization*
5. Coursera – *Copywriting: Writing for Online Marketing*

Websites / Platforms

1. HubSpot Academy – Free Copywriting Courses
2. Google Primer – Content & Marketing Lessons
3. Copyblogger – Articles on Copywriting and Content Strategy
4. Grammarly Blog – Writing Tips and Style Guides
5. Canva Design School – Creative writing & storytelling modules

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	M	S	M	S	S
CO2	S	S	S	S	M	S	S	S	S	M
CO3	S	M	S	S	S	M	S	S	M	S
CO4	S	S	S	M	S	S	S	M	S	S
CO5	S	S	S	S	S	S	S	S	M	S

S-Strong; M-Medium; L-Low

Course Code	DCC 13	Title of the Course	
Core	Core III	Blogging and Online Writing	
Pre-requisite	Basic writing proficiency and foundational knowledge of content creation principles (as covered in DCC 11 and DCC 12).		Syllabus Version 2025-2026
Course Objectives:			
The main objectives of this course are to:			
<ul style="list-style-type: none"> • Introduce students to the essentials of blogging, online writing formats, and digital publishing ecosystems. • Train learners to research, plan, and structure blog posts for clarity, engagement, and readability. • Develop skills in writing for digital audiences with attention to tone, branding, and platform suitability. • Familiarise learners with on-page SEO practices relevant to blogging and web writing. • Enable students to publish, manage, and evaluate blog content using analytics and feedback. 			
Expected Course Outcomes:			
On the successful completion of the course, student will be able to:			
1.	Explain the components, purposes, and types of blogging and online writing.		K2
2.	Apply research, planning, and structuring techniques to create effective digital content.		K3
3.	Analyse reader behaviour and platform requirements to tailor blog posts for specific audiences.		K4
4.	Create SEO-friendly blog articles and digital write-ups using appropriate tools and strategies.		K6
5.	Evaluate blog performance using analytics and revise content for better engagement and reach.		K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create			
Block-I			
	Unit 1: Meaning, Nature, and Importance of Blogging Unit 2: Types of Blogs: Personal, Professional, Niche, and Corporate Unit 3: Features of Online Writing: Brevity, Clarity, Scannability		
Block-II	TOOLS AND PLATFORMS FOR ONLINE WRITING		
	Unit 4: Blogging Platforms: WordPress, Blogger, Medium Unit 5: Content Management Systems (CMS): Basic Functions Unit 6: Using Online Writing Tools: Grammarly, Hemingway, Canva, Notion		
Block-III	WRITING TECHNIQUES FOR DIGITAL PLATFORMS		
	Unit 7: Structuring a Blog Post: Headlines, Intros, Body, Conclusions Unit 8: Writing for the Web: Tone, Style, Visuals, and Readability Unit 9: Search Engine Optimisation (SEO): Keywords, Metadata, Tags		
Block-IV	PUBLISHING AND PROMOTION OF ONLINE CONTENT		
	Unit 10: Scheduling and Publishing Blog Posts Unit 11: Social Media Promotion and Cross-Platform Sharing Unit 12: Building Online Visibility: Branding and Audience Engagement		
Block-V	ANALYTICS, ETHICS, AND PROFESSIONAL PRACTICE		

Unit 13: Web Analytics: Page Views, Bounce Rate, Click-through Rate Unit 14: Ethical Blogging: Copyright, Plagiarism, Authenticity Unit 15: Monetisation Basics: Ads, Affiliate Links, Sponsored Content	
Total Lecture Hours	12 Hours
Course Designed by	
Dr. V.SURESH, Assistant Professor of English, CDOE, Bharathiar University, Coimbatore	
Reference Books	
<ul style="list-style-type: none"> • Ann Handley – Everybody Writes • Joe Pulizzi – Epic Content Marketing • Gary Vaynerchuk – Crush It!: Why Now Is the Time to Cash in on Your Passion • ProBlogger (Darren Rowse & Chris Garrett) – Secrets for Blogging Your Way to a Six-Figure Income • Neil Patel – The Advanced Guide to Content Marketing (online guide) • M.J. Rose & Randy Ingermanson – Writing for the Internet • Strunk & White – The Elements of Style • Gunelius, Susan. Blogging All-in-One For Dummies. • Rowse, Darren & Garrett, Chris. ProBlogger: Secrets for Blogging Your Way to a Six-Figure Income. • Patel, Neil. The Art of SEO Writing. • Bly, Robert W. The Content Writer’s Handbook 	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
MOOC / SWAYAM / NPTEL	
<ol style="list-style-type: none"> 1. SWAYAM – <i>Writing for the Web</i> 2. SWAYAM – <i>Introduction to Digital Marketing</i> 3. NPTEL – <i>Technical Communication for Writers</i> 4. Coursera – <i>Content Strategy for Professionals</i> 5. Udemy – <i>Bloggng Masterclass: How to Build a Successful Blog</i> 	
Websites / Platforms	
<ol style="list-style-type: none"> 1. WordPress.com Learning Centre 2. HubSpot Academy – Content Marketing & SEO Courses 3. Neil Patel Blog – SEO and Blogging Tutorials 4. Moz Blog – SEO and Content Guides 5. Medium.com – Writing and Publishing Tools 6. https://swayam.gov.in/ 7. https://www.coursera.org/ 8. https://wordpress.com/ 9. https://www.hubspot.com/blog 	

MAPPING WITH PROGRAMME OUTCOMES										
COS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	M	M	S	S	S
CO2	S	S	S	S	M	S	S	M	S	M
CO3	S	M	S	S	S	M	S	S	M	S
CO4	S	S	S	M	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	M	M	S

Course Code	DCC 14	Title of the Course	
Core	Core IV	Social Media Content and Strategy	
Pre-requisite	Basic understanding of content creation principles and digital writing skills (as covered in DCC 11, DCC 12, and DCC 13).		Syllabus Version 2025-2026
Course Objectives:			
<p>The main objectives of this course are to:</p> <ul style="list-style-type: none"> • Introduce learners to the fundamentals, dynamics, and evolving trends of social media ecosystems. • Train students to create engaging, platform-appropriate content for major social media channels. • Enable learners to apply branding, storytelling, and audience engagement principles in content creation. • Familiarise students with social media analytics, metrics, optimisation, and campaign strategies. • Develop the ability to plan, execute, and manage social media content calendars and promotional strategies. 			
Expected Course Outcomes:			
On the successful completion of the course, student will be able to:			
1.	Describe the features, functions, and audience characteristics of major social media platforms.		K2
2.	Apply creative content strategies suited to various platforms such as Facebook, Instagram, YouTube, LinkedIn, and X/Twitter.		K3
3.	Analyse social media insights and audience behaviour to refine content effectiveness.		K4
4.	Develop branded, engaging, and visually compelling posts, reels, stories, and micro-content.		K6
5.	Evaluate social media campaigns using KPIs and analytics tools to enhance reach and engagement.		K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create			
Block-I	INTRODUCTION TO SOCIAL MEDIA		
Unit 1: Social Media: Meaning, Importance, and Scope Unit 2: Overview of Social Media Platforms Unit 3: Understanding Digital Communities and Audiences			
Block-II	CONTENT STRATEGY AND PLANNING		
Unit 4: Content Strategy: Definition, Purpose, and Principles Unit 5: Content Calendar: Planning and Scheduling Posts Unit 6: Branding and Voice: Consistency and Authenticity			
Block-III	CREATING ENGAGING SOCIAL MEDIA CONTENT		
Unit 7: Types of Social Media Content: Text, Image, Video, Infographics, Polls Unit 8: Writing for Social Media: Short-form vs. Long-form Content Unit 9: Visual and Multimedia Design for Engagement			
Block-IV	SOCIAL MEDIA MANAGEMENT TOOLS AND TECHNIQUES		
Unit 10: Scheduling and Automation Tools: Buffer, Hootsuite, Later Unit 11: Hashtag Strategy, SEO for Social Media, and Tagging Techniques Unit 12: Monitoring Engagement: Comments, Shares, Reactions			
Block-V	ANALYTICS, ETHICS, AND CAMPAIGN EXECUTION		

Unit 13: Analytics and Insights: Reach, Impressions, Engagement, Conversion Unit 14: Social Media Ethics: Privacy, Copyright, Authenticity Unit 15: Designing a Mini Social Media Campaign	
Total Lecture Hours	12 Hours
Text Book(s)	
Dr. V.SURESH, Assistant Professor of English, CDOE, Bharathiar University, Coimbatore	
Reference Books	
<ul style="list-style-type: none"> • Safko, Lon. <i>The Social Media Bible: Tactics, Tools, and Strategies for Business Success.</i> • Qualman, Erik. <i>Socialnomics: How Social Media Transforms the Way We Live and Do Business.</i> • Handley, Ann & Chapman, C.C. <i>Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More).</i> • Zarrella, Dan. <i>The Social Media Marketing Book.</i> • Gary Vaynerchuk – Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World • Jonah Berger – Contagious: Why Things Catch On • Guy Kawasaki & Peg Fitzpatrick – The Art of Social Media: Power Tips for Power Users • Dave Kerpen – Likeable Social Media • Shiv Singh – Social Media Marketing for Dummies • Rohit Bhargava – Personality Not Included • Andrew Macarthy – 500 Social Media Marketing Tips 	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
MOOC / SWAYAM / NPTEL	
<ol style="list-style-type: none"> 1. SWAYAM – <i>Digital Marketing</i> 2. NPTEL – <i>Introduction to Social Networks</i> 3. Coursera – <i>Social Media Marketing Specialization</i> 4. Google Digital Garage – <i>Fundamentals of Digital Marketing</i> 5. Udemy – <i>Social Media Marketing Masterclass</i> 	
Websites / Tools / Platforms	
<ol style="list-style-type: none"> 6. Meta Blueprint – Free courses for Facebook & Instagram 7. YouTube Creator Academy – Content, community & analytics 8. Hootsuite Academy – Social media strategy & analytics 9. HubSpot Academy – Social Media Certification 10. Canva – Social media design templates & tutorials 11. https://www.socialmediaexaminer.com/ 12. https://buffer.com/resources/ 13. https://www.hootsuite.com/resources 14. https://www.coursera.org/ 	

MAPPING WITH PROGRAMME OUTCOMES										
COS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	M	M	S	S	S
CO2	S	S	S	S	M	S	S	M	S	M
CO3	S	M	S	S	S	M	S	S	M	S

CO4	S	S	S	M	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	M	M	S

S-Strong; M-Medium; L-Low

Course Code	DCC 15	Title of the Course								
Core	Core V	Visual Storytelling and Graphic Content								
Pre-requisite	Basic knowledge of content creation and familiarity with digital writing and social media platforms (DCC 11–14). No advanced design skills required.								Syllabus Version 2025-2026	
Course Objectives:										
The main objectives of this course are to:										
<ul style="list-style-type: none"> • Introduce learners to visual storytelling concepts and principles. • Demonstrate techniques of creating compelling visual content for digital platforms. • Illustrate the use of graphics, videos, infographics, and animation in storytelling. • Enable learners to combine textual and visual elements to communicate effectively. • Expose learners to ethical and professional practices in graphic content creation. 										
Expected Course Outcomes:										
On the successful completion of the course, student will be able to:										
1.	Explain the principles of visual storytelling and its role in content communication.								K2	
2.	Identify various types of graphic content and visual formats.								K1	
3.	Apply design principles to create compelling visuals for digital media.								K3	
4.	Analyse audience engagement with visual content and optimise accordingly.								K4	
5.	Develop and present a small-scale visual storytelling project.								K6	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6– Create										
Block-I	INTRODUCTION TO VISUAL STORYTELLING									
<p>Unit 1: Visual Storytelling – Definition, Importance, and Scope</p> <ul style="list-style-type: none"> • Analyse selected visual stories from advertisements, films, or digital media and prepare a short visual analysis illustrating their narrative purpose and impact. <p>Unit 2: Types of Visual Storytelling: Static vs. Dynamic, Linear vs. Non-linear</p> <ul style="list-style-type: none"> • Create simple visual examples (poster, slideshow, or short clip) demonstrating different types of visual storytelling formats and present a brief comparative explanation. <p>Unit 3: Understanding Visual Narratives: Storyboard, Moodboard, and Concept Art</p> <ul style="list-style-type: none"> • Design a basic storyboard, moodboard, or concept art for a chosen theme using digital or manual tools and submit it with a short rationale. 										
Block-II	GRAPHIC DESIGN PRINCIPLES									
<p>Unit 4: Elements of Design: Colour, Typography, Composition, and Layout</p> <ul style="list-style-type: none"> • Create a simple visual poster or social media graphic applying appropriate colour schemes, typography, composition, and layout principles. <p>Unit 5: Principles of Design: Balance, Contrast, Alignment, Repetition, Hierarchy</p>										

<ul style="list-style-type: none"> Analyse existing digital visuals and redesign one graphic by applying key design principles to improve visual clarity and impact. <p>Unit 6: Tools for Graphic Design: Canva, Adobe Illustrator, Photoshop</p> <ul style="list-style-type: none"> Design a set of digital graphics using Canva or Adobe tools, demonstrating basic tool proficiency and creative visual storytelling. 	
Block-III	MULTIMEDIA AND DIGITAL VISUALS
<p>Unit 7: Creating Infographics: Types, Tools, and Best Practices</p> <ul style="list-style-type: none"> Design an original infographic using appropriate digital tools (Canva/Adobe Express) by applying principles of visual hierarchy, colour, and data representation. <p>Unit 8: Video Storytelling: Scriptwriting, Storyboarding, and Editing</p> <ul style="list-style-type: none"> Create a short video by developing a script and storyboard, followed by basic editing using suitable video-editing software. <p>Unit 9: Animation Basics: 2D Animation and GIFs for Social Media</p> <ul style="list-style-type: none"> Produce a simple 2D animation or GIF for social media platforms using animation tools, demonstrating basic motion and timing principles. 	
Block-IV	VISUAL CONTENT FOR SOCIAL MEDIA AND BLOGS
<p>Unit 10: Designing Visual Content for Platforms (Instagram, Facebook, YouTube, Blogs)</p> <ul style="list-style-type: none"> Design platform-specific visual content (posts, thumbnails, banners, or blog graphics) adhering to size, format, and audience requirements of at least two digital platforms. <p>Unit 11: Branding with Visuals: Consistency, Theme, and Style Guides</p> <ul style="list-style-type: none"> Create a basic visual brand kit including colour palette, typography, and layout guidelines and apply it consistently across a set of visual content samples. <p>Unit 12: Tools for Scheduling and Publishing Visual Content</p> <ul style="list-style-type: none"> Schedule and publish visual content using digital tools (Meta Business Suite, Buffer, Hootsuite, or similar) and document the workflow and outcomes. 	
Block-V	ANALYTICS, ETHICS, AND PROJECT WORK
<p>Unit 13: Visual Content Metrics: Reach, Engagement, Click-through, Shares</p> <ul style="list-style-type: none"> Analyse the performance of sample visual content on social media platforms using engagement metrics and prepare a brief report. <p>Unit 14: Ethical Considerations: Copyright, Attribution, Authenticity</p> <ul style="list-style-type: none"> Review case studies of copyright and attribution issues in visual media and submit a reflective note on ethical practices. <p>Unit 15: Mini Project: Creating a Visual Storytelling Campaign</p> <ul style="list-style-type: none"> Design and execute a mini visual storytelling campaign integrating graphics, narrative, and multimedia, and present it as a portfolio piece. 	
Total Lecture Hours	
12 Hours	
Course Designed by	
Dr. V.SURESH, Assistant Professor of English, CDOE, Bharathiar University, Coimbatore	
Reference Books	
White, Alex. <i>The Visual Story: Creating the Visual Structure of Film, TV and Digital Media.</i> Meier, Ronald. <i>Infographics: The Power of Visual Storytelling.</i> Landa, Robin. <i>Graphic Design Solutions.</i> Duarte, Nancy. <i>Slide:ology: The Art and Science of Creating Great Presentations.</i>	

Ellen Lupton – *Graphic Design: The New Basics*
 Robin Williams – *The Non-Designer’s Design Book*
 Scott McCloud – *Understanding Comics: The Invisible Art*
 Don Norman – *The Design of Everyday Things*
 Austin Kleon – *Steal Like an Artist*
 Timothy Samara – *Making and Breaking the Grid*
 Brian Miller – *Principles of Successful Visual Communication*

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

MOOC / SWAYAM / NPTEL

1. Coursera – *Fundamentals of Graphic Design*
2. Coursera – *Branding and Identity Design*
3. SWAYAM – *Visual Communication*
4. Udemy – *Canva Masterclass for Graphic Design*
5. LinkedIn Learning – *Visual Storytelling Techniques*

Websites / Tools / Platforms

6. Canva Design School
7. Adobe Express Tutorials
8. Figma Community Resources
9. HubSpot – Visual Content Marketing Guides
10. Piktochart – Infographic Design Tutorials
11. Visme Academy – Visual storytelling tools
12. Behance – Design inspiration and portfolios
13. <https://www.canva.com/learn/>
14. <https://helpx.adobe.com/illustrator/tutorials.html>
15. <https://www.videomaker.com/>
16. <https://www.creativebloq.com/>

MAPPING WITH PROGRAMME OUTCOMES										
COS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	M	M	S	S	S
CO2	S	S	S	S	M	S	S	M	S	M
CO3	S	M	S	S	S	M	S	S	M	S
CO4	S	S	S	M	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	M	M	S

S-Strong; M-Medium; L-Low

SECOND SEMESTER

Course Code	DCC 21	Title of the Course	
Core	Core VI	Podcasting and Audio Content	
Pre-requisite	Basic understanding of content creation principles and familiarity with digital storytelling (as covered in DCC 11–DCC 15).		Syllabus Version 2025-2026
Course Objectives:			
<p>The main objectives of this course are to:</p> <ul style="list-style-type: none"> • Introduce learners to the fundamentals of podcasting, audio storytelling, and sound-based communication. • Train students to plan, script, record, and edit audio content using accessible tools and techniques. • Familiarise learners with microphones, recording setups, editing software, and distribution platforms. • Develop skills in hosting, voice modulation, interviewing, and narrative sound design. • Enable learners to publish, promote, and evaluate podcast episodes using analytics and audience feedback. 			
Expected Course Outcomes:			
On the successful completion of the course, student will be able to:			
1.	Describe the principles, formats, and emerging trends of podcasting and audio content.		K2
2.	Apply scripting, recording, and editing skills to develop structured audio narratives.		K3
3.	Analyse sound quality, audience reactions, and platform requirements for effective podcast		K4
4.	Create original podcast episodes using tools such as Audacity, Adobe Audition, or online editors.		K6
5.	Evaluate podcast performance using analytics, listener engagement metrics, and feedback.		K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6– Create			
Block-I	INTRODUCTION TO PODCASTING		
	Unit 1: Evolution of Podcasting Unit 2: Understanding the Podcast Ecosystem Unit 3: Planning a Podcast Concept		
Block-II	SCRIPTWRITING & AUDIO STRUCTURING		
	Unit 4: Elements of Audio Storytelling Unit 5: Scriptwriting for Podcasts Unit 6: Interview Design & Guest Preparation		
Block-III	RECORDING TECHNIQUES		
	Unit 7: Microphones and Audio Equipment Unit 8: Recording Techniques & Environment Unit 9: Software for Audio Recording		
Block-IV	EDITING, PRODUCTION & PUBLISHING		
	Unit 10: Fundamentals of Audio Editing Unit 11: Sound Design for Podcasts Unit 12: Hosting & Publishing Podcasts		
Block-V	MARKETING, MONETISATION & ANALYTICS		

Unit 13: Creating Podcast Branding Unit 14: Social Media Promotion & Audience Growth Unit 15: Monetisation & Analytics	
Total Lecture Hours	12 Hours
Course Designed by	
Dr. V.SURESH, Assistant Professor of English, CDOE, Bharathiar University, Coimbatore	
Reference Books	
<ul style="list-style-type: none"> •Eric Nuzum – Make Noise: A Creator’s Guide to Podcasting and Great Audio Storytelling •Tee Morris & Chuck Tomasi – Podcasting for Dummies •Vanessa Quirk & Meara Isenberg – The Podcaster’s Handbook •Krystal Proffitt – Start a Podcast: A Step-by-Step Guide •Juleyka Lantigua – The Art of Podcasting (guide) •Seth Godin – The Practice (for creative audio insights) 	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
MOOC / SWAYAM / NPTEL	
<p>Coursera – Podcasting: Telling Stories in Sound LinkedIn Learning – Podcast Production Udemy – How to Start a Podcast and Build a Brand</p>	
SWAYAM – Introduction to Audio-Visual Communication	
<p>Google Podcasts Manager – Analytics training Websites / Tools / Platforms Audacity (Free recording & editing tool) Adobe Audition Tutorials Anchor.fm (Spotify for Podcasters) Buzzsprout – Podcast hosting guides Riverside.fm – Remote podcast recording Podcast Insights – Tutorials & resources NPR Training – Audio storytelling techniques</p>	

MAPPING WITH PROGRAMME OUTCOMES										
COS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	M	M	S	S	S
CO2	S	S	S	S	M	S	S	M	S	M
CO3	S	M	S	S	S	M	S	S	M	S
CO4	S	S	S	M	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	M	M	S

S-Strong; M-Medium; L-Low

Course Code	DCC 22	Title of the Course	
Core	Core VII	Video Production for Digital Media	
Pre-requisite	Basic understanding of digital content creation, visual storytelling, and familiarity with social media platforms (as covered in DCC 11–15).		Syllabus Version 2025-2026
Course Objectives:			
The main objectives of this course are to:			
<ul style="list-style-type: none"> • Introduce learners to the fundamentals of video production and digital filmmaking workflows. • Equip students with the skills to plan, script, and storyboard video content. • Train students in camera operations, lighting, sound recording, and shooting techniques. • Familiarise learners with video editing software, post-production processes & visual enrichment techniques. • Enable learners to create platform-specific digital videos suitable for marketing, education & online supply. 			
Expected Course Outcomes:			
On the successful completion of the course, student will be able to:			
1.	Explain the working principles of video production, equipment, and digital media workflows.		K2
2.	Apply scripting, storyboarding, and planning techniques to design effective video content.		K3
3.	Analyse lighting, audio, and camera techniques to optimise video quality.		K4
4.	Create edited and refined video content using professional or semi-professional editing tools.		K6
5.	Evaluate the suitability, quality, and effectiveness of videos for specific digital platforms.		K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create			
Block-I	INTRODUCTION TO DIGITAL VIDEO PRODUCTION		
	Unit 1: Basics of Digital Video & Media Formats Unit 2: Understanding the Video Production Workflow Unit 3: Scriptwriting, Storyboards & Shot Planning		
Block-II	CAMERA OPERATIONS & SHOOTING TECHNIQUES		
	Unit 4: Types of Cameras & Lenses Unit 5: Shot Composition & Cinematic Framing Unit 6: Lighting Techniques for Video		
Block-III	AUDIO FOR VIDEO		
	Unit 7: Microphones & Sound Recording Unit 8: Sync Sound, Ambient Sound & Voiceovers Unit 9: Managing Audio Quality		
Block-IV	VIDEO EDITING & POST-PRODUCTION		
	Unit 10: Introduction to Editing Software (DaVinci Resolve, Premiere Pro, etc.) Unit 11: Editing Techniques: Cuts, Transitions, Timing Unit 12: Colour Correction & Colour Grading Basics Unit 13: Adding Text, Graphics & Motion Elements		
Block-V	DIGITAL DISTRIBUTION & OPTIMISATION		
	Unit 14: Exporting, File Formats & Platform Requirements Unit 15: Publishing, Analytics & Optimising Videos for YouTube, Instagram & Reels		

Course Designed by

Dr. V.SURESH,
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CDOE, Bharathiar University,
Coimbatore

Reference Books

- Herbert Zettl – Video Basics
- Barry Hampe – Making Documentary Films and Videos
- Steven Katz – Film Directing: Shot by Shot
- Michael Rabiger – Directing the Documentary
- Blain Brown – Cinematography: Theory and Practice
- Ken Dancyger – The Technique of Film and Video Editing
- Lisa Brenneis – Final Cut Pro Editing Essentials

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

MOOC / SWAYAM / NPTEL

1. Coursera – *Video Production*
2. Coursera – *Digital Media & Video Editing*
3. SWAYAM – *Visual Communication*
4. Udemy – *Complete Video Production Bootcamp*
5. LinkedIn Learning – *Learning Premiere Pro*

Websites / Platforms

1. YouTube Creator Academy
2. Adobe Premiere Pro Learning Hub
3. DaVinci Resolve Training Center
4. Canva Video Editing Tutorials
5. Vimeo Video School

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	M	M	S	S	S
CO2	S	S	S	S	M	S	S	M	S	M
CO3	S	M	S	S	S	M	S	S	M	S
CO4	S	S	S	M	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	M	M	S

S-Strong; M-Medium; L-Low

Course Code	DCC 23	Title of the Course	
Core	Core VIII	SEO and Content Marketing	
Pre-requisite	Basic knowledge of digital writing, blogging, and social media content creation (covered in DCC 11–DCC 15). Familiarity with online platforms is helpful but not mandatory.	Syllabus Version 2025-2026	
Course Objectives:			
The main objectives of this course are to:			
<ul style="list-style-type: none"> • Introduce learners to the principles, terminology, and evolution of SEO and content marketing. • Train students to conduct keyword research, competitor analysis, and SEO-based content planning. • Familiarise learners with on-page, off-page, and technical SEO practices for improved visibility. • Enable students to develop content marketing strategies aligned with audience needs and brand identity. • Equip learners to measure content performance using analytics tools for optimisation & ROI improvement. 			
Expected Course Outcomes:			
On the successful completion of the course, student will be able to:			
1.	Explain core concepts, types, and components of SEO and content marketing.		K2
2.	Apply keyword research, SEO tools, and content optimisation techniques. (K3)		K3
3.	Analyse competitor performance, audience behaviour, and content gaps for strategic improvement.		K4
4.	Create SEO-driven articles, campaigns, and marketing funnels using apt tools and methods.		K6
5.	Evaluate content performance metrics and optimise strategies using analytics platforms.		K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6– Create			
Block-I	FOUNDATIONS OF SEO & CONTENT MARKETING		
	Unit 1: Introduction to SEO & Digital Marketing Unit 2: Understanding Search Engines & Algorithms Unit 3: Basics of Content Marketing		
Block-II	KEYWORD RESEARCH & SEO PLANNING		
	Unit 4: Keyword Research Techniques Unit 5: SEO Tools (Google Keyword Planner, SEMrush, Ahrefs, Ubersuggest) Unit 6: Competitor Analysis & Content Gap Identification		
Block-III	ON-PAGE, OFF-PAGE & TECHNICAL SEO		
	Unit 7: On-Page SEO Optimisation Unit 8: Backlink Strategies & Off-Page SEO Unit 9: Technical SEO Essentials (Sitemaps, Robots.txt, Page Speed, Mobile-First Indexing)		
Block-IV	CONTENT MARKETING STRATEGIES		
	Unit 10: Content Planning & Topic Clusters Unit 11: Creating SEO-Friendly Content (Blogs, Landing Pages, Social Posts) Unit 12: Content Distribution, Repurposing & Email Marketing		
Block-V	ANALYTICS, PERFORMANCE & ROI		
	Unit 13: Google Analytics & Search Console Basics Unit 14: Measuring KPIs & Content Performance Unit 15: SEO Reporting, Optimisation & ROI Analysis		

Course Designed by

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Coimbatore

Reference Books

Eric Enge, Stephan Spencer, & Jessie Stricchiola – *The Art of SEO*
Adam Clarke – *SEO 2024: Learn Search Engine Optimization*
Avinash Kaushik – *Web Analytics 2.0*
Joe Pulizzi – *Epic Content Marketing*
Ann Handley – *Everybody Writes*
Brian Dean – *SEO & Content Strategy Guides* (online)
Neil Patel – *Advanced Guide to SEO* (online)

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

MOOCs / SWAYAM / NPTEL

1. **SWAYAM – Digital Marketing**
2. **NPTEL – Marketing Management**
3. **Coursera – Search Engine Optimization Specialization**
4. **Google Digital Garage – Fundamentals of Digital Marketing**
5. **HubSpot Academy – SEO & Content Marketing Certifications**

Websites / Tools

1. **Google Search Central**
2. **Moz Blog – SEO Guides**
3. **SEMrush Academy**
4. **Ahrefs Blog & Tutorials**
5. **Neil Patel Blog**
6. **Backlinko – SEO & Content Frameworks**
7. **HubSpot Blog – Inbound & Content Strategy**

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	S	M	M	S	S	S	S
CO2	S	S	S	S	M	S	S	M	S	M
CO3	S	M	S	S	S	M	S	S	M	S
CO4	S	S	S	M	S	S	S	S	S	S
CO5	S	S	S	S	S	S	M	M	S	S

S-Strong; M-Medium; L-Low

Course Code	DCC 24	Title of the Course	
Core	Core IX	Content Project and Portfolio Development	
Pre-requisite	Successful completion of earlier core content creation courses (DCC 11–DCC 23). Basic proficiency in writing, visual content, SEO, podcasting/video production, and social media strategy.	Syllabus Version 2025-2026	
Course Objectives:			
The main objectives of this course are to:			
<ul style="list-style-type: none"> • Guide learners to conceptualise, design, and execute a comprehensive content project. • Enable learners to integrate writing, visuals, audio/video, & digital marketing skills into a unified portfolio. • Train learners in project planning, workflow management, and content development processes. • Equip students with skills to build professional digital portfolios for employability and freelancing. • Foster reflective practice, revision strategies, and quality enhancement through feedback. 			
Expected Course Outcomes:			
On the successful completion of the course, student will be able to:			
1.	Explain the essentials of content project planning, structure, and requirements.		K2
2.	Apply content creation tools and digital platforms to develop multi-format content projects.		K3
3.	Analyse project wants, audience expectations, and branding needs for effective content curation.		K4
4.	Create a whole professional portfolio with writing, visuals, audio/video, and campaign elements.		K6
5.	Evaluate content quality, consistency, and professional standards through iterative revision.		K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6– Create			
Block-I	PROJECT FOUNDATION & PLANNING		
	Unit 1: Introduction to Capstone Content Projects Unit 2: Brainstorming & Selecting a Project Theme Unit 3: Project Planning, Timeline & Workflow		
Block-II	CONTENT DEVELOPMENT		
	Unit 4: Writing Content (Blogs, Web Copy, Social Media Posts) Unit 5: Visual Content (Graphics, Posters, Infographics) Unit 6: Audio/Video Content (Podcast Clips, Reels, Short Videos)		
Block-III	RANDING, DESIGN & PRESENTATION		
	Unit 7: Personal Branding Essentials Unit 8: Portfolio Design Principles Unit 9: Creating Layouts, Templates & Style Guides		
Block-IV	PORTFOLIO BUILDING TOOLS & PLATFORMS		
	Unit 10: Portfolio Platforms (Behance, Wix, WordPress, Canva) Unit 11: Structuring Online Portfolios Unit 12: Digital Publishing & Presentation Skills		
Block-V	EVALUATION, REFINEMENT & SUBMISSION		
	Unit 13: Peer Review & Feedback Integration Unit 14: Quality Enhancement: Editing & Visual Consistency Unit 15: Final Portfolio Submission & Reflection:		

Course Designed by

Dr. V.SURESH,
Assistant Professor of English,
CDOE, Bharathiar University, Coimbatore

Reference Books

Austin Kleon – Show Your Work!
Ann Handley – Everybody Writes (Content Quality Guide)
Gary Vaynerchuk – Crushing It!
Robin Williams – The Non-Designer’s Design Book
Joe Pulizzi – Epic Content Marketing
Tina Seelig – Creativity Rules
Chris Anderson – TED Talks: Public Speaking for Influencers

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

MOOC / SWAYAM / NPTEL

Coursera – Content Strategy for Professionals
Coursera – Brand Management

SWAYAM – Digital Marketing

Google Digital Garage – Promote Your Content Online
LinkedIn Learning – Building an Online Portfolio

Websites / Tools

Canva – Portfolio templates
Behance – Creative portfolio platform
Wix – Portfolio website builder
WordPress – Professional content publishing
Medium – Writing portfolio platform
HubSpot – Content planning tools
Notion – Project management & portfolio documentation

MAPPING WITH PROGRAMME OUTCOMES										
COS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	M	S	S	M	S	S
CO2	S	S	S	S	S	S	M	M	S	M
CO3	S	S	S	M	S	M	S	S	M	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	M	S	S	S	S	S	M	M	S

S-Strong; M-Medium; L-Low

Course Code	DCC 25	Title of the Course	
Core	Core X	Internship/Project	
Pre-requisite	Learners should have successfully completed the core courses in content creation, digital communication, and media strategy, and must possess foundational skills in writing, editing, design, or digital content management. Basic familiarity with research methods, digital tools, and project documentation is required.	Syllabus Version 2025-2026	
Course Objectives:			
The main objectives of this course are to:			
<ul style="list-style-type: none"> • Enable learners to apply theoretical knowledge in real-world professional environments. • Develop hands-on skills in content creation, digital communication, and media project execution. • Strengthen learners' ability to work independently and collaboratively on industry-relevant tasks. • Improve professional documentation skills through systematic reporting and portfolio development. • Enhance critical thinking, problem-solving, and industry readiness. 			
Expected Course Outcomes:			
On the successful completion of the course, student will be able to:			
1.	Apply classroom knowledge and skills in a real-world internship or project environment.		K3
2.	Demonstrate professional communication and teamwork competencies.		K4
3.	Execute a content-related project independently using appropriate tools and methodologies.		K5
4.	Critically evaluate their internship/project experience and articulate learning outcomes clearly.		K6
5.	Produce a professional project report and portfolio suitable for career advancement.		K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create			
Block-I	INTERNSHIP / PROJECT ORIENTATION		
Unit 1: Internship / Project Guidelines and Industry Expectations			
<ul style="list-style-type: none"> • Participate in an orientation session and prepare a brief report outlining internship/project guidelines, evaluation criteria, and industry expectations. 			
Unit 2: Roles in Content Development & Digital Media; Workplace Communication			
<ul style="list-style-type: none"> • Analyse key roles in content development and demonstrate professional workplace communication through simulated emails, briefs, or presentations. 			
Unit 3: Professional Ethics and Behaviour in Organisational Settings			
<ul style="list-style-type: none"> • Examine real-world ethical issues in digital content creation and submit a short reflection on professional ethics and responsible media practices. 			
Block-II	PLANNING AND PROPOSAL DEVELOPMENT		
Unit 4: Identifying Internship Roles / Project Themes			
<ul style="list-style-type: none"> • Identify a suitable internship role or project theme in content creation and submit a brief justification outlining scope and expected outcomes. 			
Unit 5: Writing Project Proposals & Setting Objectives			
<ul style="list-style-type: none"> • Prepare and submit a structured project proposal clearly stating objectives, deliverables, and expected learning outcomes. 			

Unit 6: Tools for Planning (Gantt Chart, Trello, Notion) and Timeline Design	
<ul style="list-style-type: none"> • Design a detailed project timeline using a Gantt chart and digital planning tools such as Trello or Notion to organise tasks and milestones. 	
Block-III	EXECUTION OF INTERNSHIP / PROFESSIONAL PROJECT
Unit 7: Task Execution, Content Creation & Documentation	
<ul style="list-style-type: none"> • Execute assigned professional tasks, create content as per project requirements, and systematically document all activities and outputs. 	
Unit 8: Working with Mentors, Problem-Solving & Decision-Making	
<ul style="list-style-type: none"> • Interact regularly with industry mentors, identify challenges encountered during the project, and document problem-solving and decision-making processes. 	
Unit 9: Maintaining the Internship / Project Logbook	
<ul style="list-style-type: none"> • Maintain a detailed internship/project logbook recording daily tasks, learning experiences, and mentor feedback for periodic review. 	
Block-IV	ANALYSIS AND REPORTING
Unit 10: Data Collection & Experience Evaluation	
<ul style="list-style-type: none"> • Collect and analyse internship/project data, tasks performed, and skills acquired, and prepare a brief evaluation of professional learning experiences. 	
Unit 11: Writing the Internship / Project Report	
<ul style="list-style-type: none"> • Prepare a structured internship/project report documenting objectives, activities, outcomes, challenges, and learning achievements. 	
Unit 12: Reflective Writing and Self-Assessment	
<ul style="list-style-type: none"> • Write a reflective self-assessment highlighting professional growth, competencies developed, and areas for future improvement. 	
Block-V	PORTFOLIO AND PRESENTATION
Unit 13: Building a Professional Digital Portfolio	
<ul style="list-style-type: none"> • Design and develop a professional digital portfolio compiling selected content outputs and project artefacts using appropriate online platforms. 	
Unit 14: Showcasing Skills Through Project Outputs & Final Presentation	
<ul style="list-style-type: none"> • Present project outcomes and demonstrate acquired skills through a structured final presentation and viva voce. 	
Unit 15: Career Preparation: Resume, LinkedIn, and Personal Branding	
<ul style="list-style-type: none"> • Prepare a professional resume, optimise a LinkedIn profile, and develop a personal branding statement aligned with career goals in content creation. 	
Total Lecture Hours	
12 Hours	
Course Designed by	
Dr. V.SURESH, Assistant Professor of English, CDOE, Bharathiar University, Coimbatore	
Reference Books	
Neely, A. Project Management for Media Professionals. Routledge. French, T. Digital Media Management. Bloomsbury. White, M. & Pressman, R. Creative Project Management. Pearson. Goodwin, M. Content Strategy for the Web. New Riders. Rimmer, T. Professional Communication in the Digital Workplace. Palgrave Macmillan.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	

MOOC / SWAYAM / NPTEL

NPTEL – Management of Project Execution / Project Management Courses

- Project Management courses on NPTEL (includes *Project Management: Planning, Execution, Evaluation and Control*)

👉 <https://nptel.ac.in/courses/110105167> NPTEL

2. Coursera – Digital Media & Marketing Strategies / Project Management

- Project Management courses on Coursera

👉 <https://www.coursera.org/courses?query=project+management> Coursera

(Coursera’s Digital Media & Marketing Strategies courses are part of the Digital Marketing catalogue—browse and enrol using the search results.)

3. SWAYAM – Communication Skills for Professionals

- Effective Communication Skills for Personal and Professional Development

👉 https://onlinecourses.swayam2.ac.in/ini25_ge09/preview Swayam

Note: SWAYAM uses a preview page; you may need to register/log in to enrol.

4. Udemy – Project Management Fundamentals

Udemy doesn’t have a single dedicated free PM course page, but you can browse relevant courses here:

- Project Management courses on Udemy (search page)

👉 <https://www.udemy.com/courses/business/project-management/> Udemy

(Here you can find Project Management Fundamentals and other related offerings.)

5. LinkedIn Learning – Content Strategy and Professional Branding

LinkedIn Learning provides content strategy courses, including professional branding and content planning:

- Content Strategy and related courses

👉 <https://www.linkedin.com/learning/topics/content-strategy>

Web Resources

HubSpot Academy – Free courses on content creation & digital marketing

Canva Design School – Portfolio & visual presentation skills

Google Digital Garage – Career development & soft skills

Notion & Trello Guides – Project planning tools

MAPPING WITH PROGRAMME OUTCOMES										
COS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	M	S	M	M	S	M	S
CO2	M	S	M	M	S	M	S	S	S	M
CO3	S	M	S	M	S	S	M	S	M	S
CO4	M	M	M	S	M	S	S	M	S	S
CO5	S	M	M	S	M	S	S	S	S	S

S-Strong; M-Medium; L-Low