



e-Rozgaar Center
Institute of Education and Research
University of the Punjab
Lahore



Program: Certificate in Content Writing & Digital Marketing	
Course Title: Content Writing & Digital Marketing	Course Type: Non-Technical
Duration: 3 Months	
Prerequisite	FA/F.Sc./ICS/I.Com. or equivalent qualification and above. Proficient in the English language.
Introduction	Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.
Learning Objectives	The trainees will learn SEO, Content Writing, Search Engine Marketing and how to rank a website with Content Marketing and advertising. The skills you will get; <ul style="list-style-type: none">• SEO Analyst,• Blogging,• Digital Marketing,• Media Buying,• YouTubing
Course Contents	<ol style="list-style-type: none">1. Introduction to Content Marketing<ol style="list-style-type: none">1.1. Short Skills:<ol style="list-style-type: none">1.1.1. PowerPoint1.1.2. Transcription1.1.3. Content Writing1.2. Major Skills<ol style="list-style-type: none">1.2.1. SEO1.2.2. YouTube1.2.3. Facebook Marketing2. Content Writing<ol style="list-style-type: none">2.1. Content writing practices2.2. Content writing structure2.3. Content writing tools2.4. SEO optimised content writing3. Search Engine Optimization<ol style="list-style-type: none">3.1. Keyword Research3.2. SEO Tools3.3. On Page SEO3.4. Off Page SEO3.5. Blogging: Amazon Affiliate and AdSense Monetization Blogs4. Social Media Marketing<ol style="list-style-type: none">4.1. Facebook Organic Marketing4.2. Facebook Paid Marketing4.3. Instagram (Bonus)5. Search Engine Marketing<ol style="list-style-type: none">5.1. Google Ads (Bonus)6. Blogging<ol style="list-style-type: none">6.1. Amazon Affiliate6.2. Google AdSense

	<p>7. YouTube Marketing</p> <p>7.1. YouTube channel ideas 7.2. YouTube video editing 7.3. YouTube thumbnail designing 7.4. YouTube SEO</p> <p>8. Marketing Funnels</p> <p>8.1. TOFU 8.2. MOFU 8.3. BOFU</p> <p>9. Email Automation</p> <p>9.1. Email Marketing Campaigns (BONUS) 9.2. Email Marketing Tools (BONUS)</p> <p>10. Freelancing topics</p> <p>10.1. Optimizing Fiverr Gigs 10.2. Introduction to Freelancer.com 10.3. Creating Profile in Freelancer.com 10.4. Creating a Profile in Upwork.com 10.5. Writing a Cover letter 10.6. How to bid on projects 10.7. Different tools in Freelancing 10.8. Project Delivery and Deadlines 10.9. Art of Upselling 10.10. LinkedIn Profile optimization 10.11. How to win direct clients 10.12. Creating a profile in PeoplePerHour.com</p>
Textbooks	<ul style="list-style-type: none"> ● Sell Like Crazy ● Born to Blog
Suggested Readings	<ul style="list-style-type: none"> ● SEO Journal ● Brandscaping ● <u>The Content Fuel Framework</u>
Teaching/Learning Strategies	<ul style="list-style-type: none"> ● Lectures ● Class discussion on all topics ● Multimedia ● Hands-on Practice
Course Activities	<ul style="list-style-type: none"> ● Quizzes ● Assignment ● Projects ● Daily Hands-on Practice
Evaluation Criteria	<p>Assignments will be submitted on the Google Classroom portal for assessment.</p> <p>Late assignments will not be accepted.</p> <p>Grades are weighted according to the following scale:</p> <p>20%-- Quizzes 30%-- Mid 20%-- Project 30%-- Final Evaluation 100% -- Total</p>
Training Mode	Physical-Face to Face
Fee	Rs. 19,000/- Course Fee Rs. 1,000/- Registration Fee