



CCEK – NSQF ALIGNED PROGRAM

COURSE SYLLABUS

FOR

Content Strategist

CCEK - NATIONAL SKILL DEVELOPMENT TRAINING PROGRAM

Content Strategist

CCEK – NSDC course package covers the following Qualification Packs and leads to the following NSDC certifications. The students who successfully completed the course programs are entitled to get NSDC certification after undergoing the assessment process of NSDC as per the rules and regulations stipulated by NSDC from time to time.

| SL. NO. | QUALIFICATIONS PACK | QUALIFICATIONS PACK CODE | NSQF LEVEL |
|---------|---|--------------------------|------------|
| 1 | <p><u>Content Strategist</u></p> <p>Brief Job Description:</p> <p>The core function of the job is developing a content strategy based on a company's or client's business objectives and a customer's or end user's needs. Creative professionals in this role oversee content requirements and create content strategy deliverables across a project life cycle.</p> | MES/Q2506 | 5 |

COURSE DETAILS

Content Strategist

EXAMINATION DETAILS

| COURSE NAME | COURSE CODE | ELIGIBILITY | DURATION |
|--------------------|-------------|-----------------|----------|
| Content Strategist | G30 | Diploma,UG,12th | 440 |

| SL. NO. | EXAM | EXAM CODE | MAXIMUM MARK | INTERNAL | TOTAL MARK |
|-------------------------|--|-----------|--------------|----------|------------|
| THEORY PAPERS | | | | | |
| 1 | Introduction to Content Strategy | T001 | 100 | 50 | 150 |
| PRACTICAL PAPERS | | | | | |
| 1 | Content Creation Lab | L001 | 100 | 50 | 150 |
| TOTAL MARKS | | | | | |
| 1 | Total Examination Marks (Theory Online + Practical Examination) | | | | 200 |
| 2 | Total Internal Marks | | | | 100 |
| 3 | Total Marks (Total Internal Marks + Total Examination Marks) | | | | 300 |

Content Strategist

INTERNAL MARK CRITERIA FOR EACH

| SL NO. | MODULE | MODULE CODE | MAXIMUM MARK | INTERNAL MARK | TOTAL MARK |
|---------------|----------------------------------|--------------------|---------------------|----------------------|-------------------|
| 1 | Introduction to Content Strategy | T001 | 100 | 50 | 150 |
| 2 | Content Creation Lab | L001 | 100 | 50 | 150 |
| | TOTAL | | 200 | 100 | 300 |

| ATTENDANCE | GENERAL PERFORMANCE | INTERNAL EXAMINATIONS/ PROJECTS/ ASSIGNMENTS | TOTAL MARKS |
|-------------------|----------------------------|---|--------------------|
| 5 | 5 | 40 | 50 |

COURSE SYLLABUS

FOR

Content Strategist

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|--------------------|--------------------|--------------------|
| COURSE | Content Strategist | |
| TOTAL MARKS | Mark: 300 | Internal Mark: 100 |
| TOTAL HOURS | 440 Hrs | |

DEFENITION OF CREDIT

| | |
|------------------|-------------------------------|
| 1 Credit | 15Hrs Theory/ 30Hrs Practical |
| Skill Components | 60 – 70 % of Total Credit |

MODULES INCLUDED IN THIS SUBJECT

| SL NO | MODULE NAME | CREDIT BREAKUP |
|--------------|--|-----------------------|
| 1 | Module 1: Plan and develop content strategies that use content | 4 |
| 2 | Module 2: Develop content for suitable media | 5 |
| 3 | Module 3: Market the content | 4 |
| 4 | Module 4: Maintain Workplace Health and Safety | 1.5 |
| | Total | 14.5 |

Training Outcomes

- Plan and develop content strategies that use content
- Develop content for suitable media
- Demonstrate ways to market the content
- Maintain workplace health and Safety

MODULES

Module 1: Plan and develop content strategies that use content

THEORY

- Analyze Digital Media management and content type in line with related trends
- Discuss ways to structure a site or campaign and identify the information to be included
- Elaborate the importance of studying and referring to available data while creating new content.
- Discuss the relevance of performing extensive research and analysis on consumer thoughts and trends
- Describe the importance of coordinating with other members of the team and other professionals for effective implementation of strategy.
- Explain the relevance of matching content strategy with business objectives

PRACTICAL

- Demonstrate ways of planning, designing, creating, editing, and publishing relevant content based on the company's business objectives and users' needs
- Show how to combine knowledge and experience in digital marketing, content creation, and user experience design
- Demonstrate ways to improve the company's website and to increase traffic
- Display ways to lay out the goals of content and recognize what type of content is best suited to achieve those goals.
- Craft the actual words to persuade and engage the end users to drive them to those goals
- Demonstrate ways to oversee writing style and tone for all content
- Conduct audience research
- Prepare editorial strategy to ensure that the content is consistent across all delivery platforms

Module 2: Develop content for suitable media

THEORY

- Discuss the importance of creating specifications and content appropriate for the brand's customer personas
- Describe the importance of coordinating with other members of the team and other professionals for effective implementation of strategy.
Illustrate ways in which consistency in brand production can be maintained

PRACTICAL

- Demonstrate ways of connecting with clients and generating leads by presenting relevant content
- Create a content/subject line after conducting research on it.
- Display ways to strategize and improve content delivery and promotion
- Demonstrate ways to maintain consistency in content production
- Demonstrate ways to oversee writing style and tone for all content
- Design/Draft the content as per script defined
- Compare and analyse the content available at digital media to avoid duplicity and useless content

Module 3: Market the content

THEORY

- Elaborate the importance of analyzing content marketing strategy
- Discuss the importance and ways of setting up and maintaining a streamlined content workflow and editorial calendar for content operation and production
- Enlist strategies to promote content
- State the relevance of repurposing and updating/refreshing content

PRACTICAL

- Develop editorial strategy
- Demonstrate ways to track and calculate content ROI
- Demonstrate ways to analyze content marketing strategy to evaluate whether it's working or not.
- Show how to strategize and improve content delivery and promotion
- Display how to distribute content on various channels including social media
- Demonstrate ways to update/refresh content
- Show how to oversee the team activity and PPC (pay per click)

Module 4: Maintain Workplace Health and Safety

THEORY

- Recall health, safety and security- related guidelines and identify the risks involved.
- Maintain correct posture while working and maintain and use the first aid kit whenever required.
- report health and safety risks/ hazards to concerned personnel
- Recall people responsible for health and safety and able to contact in case of emergency
- Illustrate security signals and other safety and emergency signals

- Explain the process to identify and report risk.
- Enumerate and recommend opportunities for improving health, safety, and security to the designated person
- Describe how to report any hazards outside the individual's authority to the relevant person in line with organisational procedures and warn other people who may be affected
- complying with procedures in the event of an emergency
- Explain the impact of the violation of safety procedures.

PRACTICAL

- Identify the different types of health and safety hazards in a workplace
- Practice safe working practices for own job role
- Perform evacuation procedures and other arrangements for handling risks
- Perform the reporting of hazard
- identify and document potential risks like sitting postures while using the computer, eye fatigue and other hazards in the workplace
- Demonstrate the use of Personal Protective Equipment (PPE) appropriately.