COURSE OUTCOMES: S2EN230421T

COURSE TITLE: CONTENT WRITING

1. **Remember**: Define the concept of content and identify its various types—text-based, visual, audio, video, and interactive.
2. **Understand**: Explain the principles, processes, and qualities of effective content writing, including its role in digital communication and marketing.
3. **Apply**: Demonstrate proficiency in writing different forms of text-based content such as blog posts, product descriptions, press releases, and email newsletters.
4. **Analyze**: Compare and contrast the stylistic and functional differences between web content and e-commerce content, evaluating their impact on target audiences.
5. **Evaluate**: Critically assess the effectiveness of sample content in terms of clarity, engagement, tone, and purpose across platforms and genres.
6. **Create**: Produce original, audience-specific content for websites, social media, and e-commerce platforms, incorporating genre conventions and storytelling techniques.