

Rashtreeya Sikshana Samithi Trust
R V Institute of Management

Department of Marketing

A Brief Report on

Online Proficiency Course on Writing for the Web

October-December 2018

Online Proficiency Course on Writing for the Web was conducted for the third semester MBA Marketing specialization students. This course was offered to students to make the students understand the fundamentals of writing for the web.

Understanding the difference between writing for print versus writing for the web starts with learning about how readers behave differently online. This course brings to light how to accommodate the needs of online readers through web design, writing style, structure and search engine optimization. It also helps one to find out how content can impact the reader's experience, as well as how the reader's experience can impact the way they interpret online content.

At the end of the course the students will be able to write more concisely, ensuring they provide the right message to the reader at the right time.

The online classes were held during October-December 2018 from Open2study website of Open Universities, Australia. The course was divided into four modules and each module had one internal assessment test along with some 40 quizzes after each topic. Students need to take up all the quizzes and test to qualify for the certificate. Resource persons for this course was Frankie Madden.

Methodology adopted to teach this course includes online Class room teaching from Frankie Madden, Case study analysis, research based and experiential learning. And some illustration related to course were provided by Dr. Noor Firdoos Jahan.

All the 39 students of A section along with the faculty coordinator, Dr. Noor Firdoos Jahan enrolled for the course and attended all the online classes in our class rooms.

Out of 39 students enrolled for the course, 30 students were able to complete the course successfully and got certificate of achievement from open Universities, Australia for free.

Overall it was a very new experience for all of use and students enjoyed the whole process of learning virtually.

Report Submitted by:


Dr. Noor Ferdous Jahan
Professor, Department of Marketing, Bangalore





Certificate of Achievement

Ashwini N

has successfully passed the course

Writing for the Web

by



December 18th, 2018



Note: Open2Study subjects are not equivalent to accredited tertiary or higher education subjects. Completion of this subject does not confer credit or advanced standing towards any subject, course or qualification. This certificate cannot be used to affirm that the student was enrolled or studying directly with any educational institution delivering a subject through Open2Study.