Course Title: Blogging: Crafting Stories for the Web

Credits: 4

Scheduled: Fall 2023

Location: Minneapolis College T Building

Description

This course explores short and long forms of writing for various types of websites. Students will learn the craft of digital storytelling, which can be translated to work in marketing, advertising, journalism, or as work as an independent artist. Through work as writers, content producers, and web editors, students will create pieces that range from news items, to entertainment stories.

Learning Outcomes

-Students understand how to create and manage a content calendar

-Students understand how to select and manage blogging tools

-        Students develop the skills to conduct interviews and write reviews

-Students develop skills in editing for the web

-Students produce professional level content that draws website traffic and engagement