

Gurukul Educational And Research Institute

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Certificate Course in Podcasting & Audio Content Creation

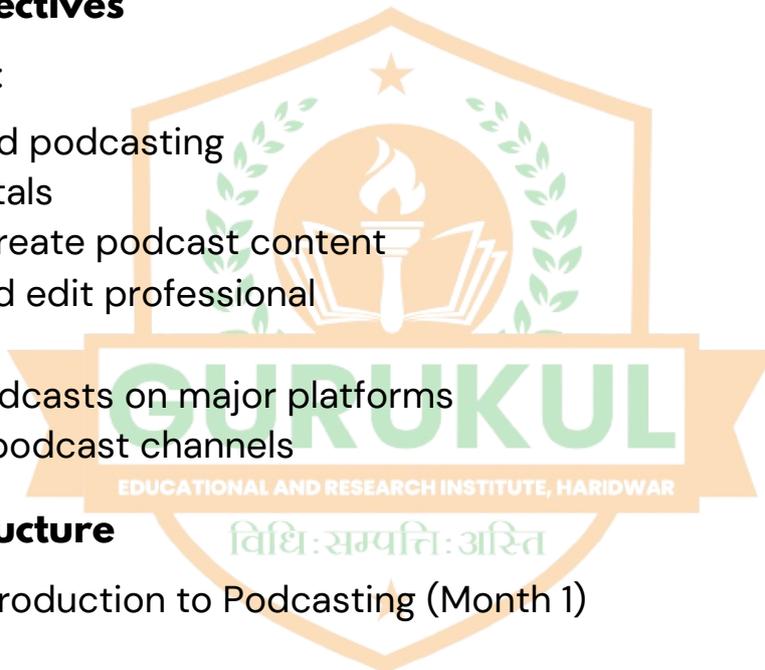
- Duration 6 Months (300–360 Hours)
- Eligibility 12th Pass (Basic communication skills required)
- Course Type Vocational / Media & Digital Skill Development



Course Objectives

Students will:

- Understand podcasting fundamentals
- Plan and create podcast content
- Record and edit professional audio
- Publish podcasts on major platforms
- Monetize podcast channels



Course Structure

Module 1: Introduction to Podcasting (Month 1)

Topics:

What is a podcast? Types of podcasts (Interview, Solo, Storytelling, Educational) Podcast formats Audience targeting Podcast niche selection

Practical:

Niche selection assignment

Create podcast concept document

Module 2: Audio Equipment & Recording (Month 2)

Topics:

- Microphones (Dynamic vs Condenser)

- Audio interface basics
- Recording software (Audacity, GarageBand)
- Room setup & soundproofing basics
- Voice modulation techniques

Practical:

- Recording demo episodes
- Sound quality testing

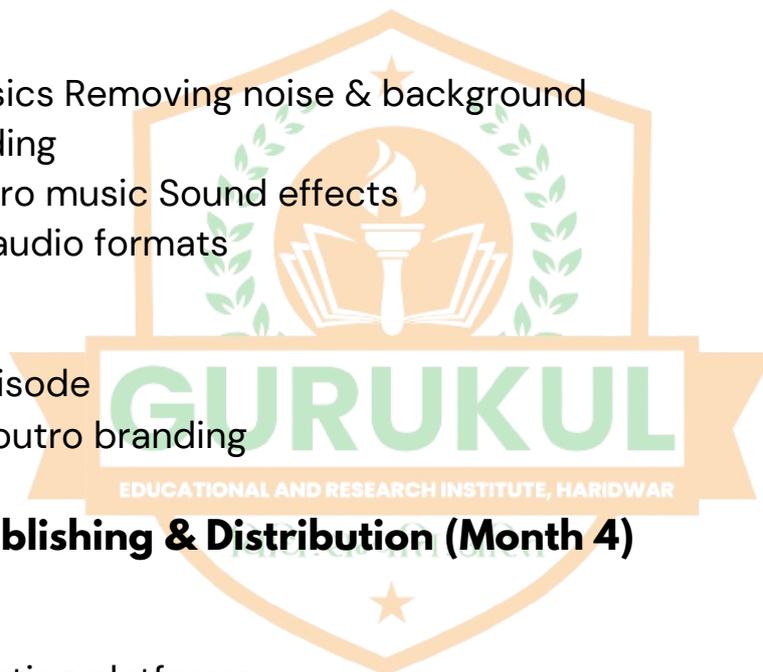
• Module 3: Audio Editing & Production (Month 3)

Topics:

- Editing basics Removing noise & background
- Sound Adding
- Intro & outro music Sound effects
- Exporting audio formats

Practical:

- Edit full episode
- Add intro/outro branding



Module 4: Publishing & Distribution (Month 4)

Topics:

- Podcast hosting platforms
- Uploading to Spotify, Apple
- Podcasts Writing episode
- descriptions Cover art design
- basics Social media promotion

Practical:

- Publish first podcast episode
- Create podcast cover design

Module 5: Monetization & Branding (Month 5)

Topics:

- Sponsorship & ads
- Affiliate marketing
- YouTube podcast integration
- Personal branding
- Growing audience

Practical:

- Sponsorship proposal draft
- Marketing strategy plan

Module 6 : Advanced Podcasting & Career Opportunities

Topics:

- Interview techniques
- Script writing for podcasts
- Legal & copyright basics
- Analytics & audience insights
- Career options in media

Practical:

- Final project: 3-episode podcast series
- Internship / Live show recording

Infrastructure Required

- Basic recording studio or quiet room
- Microphones & headphones
- Computer with editing software
- Internet connection

Career Opportunities

After completion, students can work as:

- Podcaster
- Audio Editor Content
- Creator Radio
- Host Freelance
- Audio Producer

Income Potential (India):

₹15,000 – ₹50,000 per month (experience-based) Higher earnings through sponsorship & ads

