



**DIGITAL**  
ENTREPRENEUR HUB

# Copy Writing & Content Creation

Course code: DE 112

Offered by: Digital Entrepreneur Hub

Offered at: All centers of Digital Entrepreneur Hub

Class time: 19:00-22:00 on every Friday and Saturday

Course Duration: 6 Months

Number Of Classes: 40

# Course Description:



The proliferation of digital technology has provided businesses a diverse range of new tools to reach, engage, and respond to consumers to an unprecedented degree. However, the degree of successful integration and implementation of these tools largely depends on the content marketers' capacity to craft the perfect content for a specific audience. Throughout this course, students will learn how to devise, organize, and implement an effective content marketing strategy, analyze, and measure the effectiveness of content marketing, write compelling copy, and use a strategic framework while writing. Throughout this course, students would be initially introduced to how to develop a growth mindset and how to make the best use of that mindset whilst communicating in the business environment through copy writing and content marketing. After that, basic concepts of digital marketing and copy writing, and content creations would be taught which would be followed by specific lectures on how to develop persuasive sales copy, Search Engine Optimization (SEO) techniques, SEO through WordPress and blogging etc. to enhance an audience's experiences and interest by following proven techniques.

## Course Objectives:

By the end of this course, you will be able to:

- Define and explain key terms and concepts of copy writing and content creation;
- Identify and use key analytical frameworks and tools used to develop marketing contents;
- Craft a persuasive and compelling ad copy; and
- Make the best use of SEO techniques to make the content more engaging.

## Assessment and Projects:

- All students are required to complete a project work without which they would be ineligible to receive any certificate and subsequently any work from DeHub. Eligible students may be allowed to be a part of some real-life live projects of some of the affiliated international firms of DeHub Australia Pty Ltd.

# Programme Structure:



The programme has the right blend of four components that are essential to start the journey of a digital entrepreneur, namely, Development of a growth mindset, linguistic skills, technical competency, and selling skill. Topics to be covered throughout this course include the followings:

Serial	Topic	Number of Classes
1	Mindset	6
2	General English	3
3	Business Communication	3
4	Concepts of Lead Management	1
5	Social Media Ecosystem	1
6	Concepts of Social Media Engagement	1
7	Social Media Marketing	1
8	Niche Selection for Digital Marketing	1
9	Personal Branding	1
10	Introduction to System & Sales Funnel Design	1
11	Concepts of Landing Page	1
12	Introduction to Content Writing and different types of content writing	1
13	How to develop killer content writing strategy	1
14	Persuasive marketing copy writing	1
15	Strategic Copywriting	1
16	SEO Friendly Content writing strategy	1
17	Keyword research with different tools	1
18	Basic SEO & WordPress	1
19	Making a WordPress blogging site	1
20	Social media content and ad writing strategy	1
21	Tools for polishing and proofing your content.	1
22	SEO for and through Blogging	2
23	Most powerful ways to make sales copy	1
24	Project workshop	4
25	The Art of Selling	1
26	Negotiation Techniques	1
27	Essential Managerial Competencies	1
Total		40

## Pedagogy:

In line with the Government directives, we are currently offering online classes only. However, this is policy may be altered subject to the directives from the Government.

Regardless of the nature of the class (online or offline), every class is designed to have interactive sessions which would include theoretical discussions followed by real life example with demonstration of technical work as and when deemed necessary.