

Western Technical College

10104168 Content and Copy Writing

Course Outcome Summary

Course Information

Description	Explore content marketing strategies and their effectiveness; such as creation, curation, and repurposing. You will learn to write compelling copy for a variety of audiences and marketing uses, develop a business personality, tone, and voice, and get the right message to the right people through the right media. Includes optimizing headlines, taglines, call-to-actions, infographics, emoji's, hashtags, and copy for effectiveness by using keywords, semantics, credibility, and the correct word choices.
Career Cluster	Marketing
Instructional Level	Associate Degree Courses
Total Credits	2
Total Hours	36

Textbooks

No textbook required.

Course Competencies

1. Explore the various content sourcing methods.

Assessment Strategies

- 1.1. Blog
- 1.2. Quiz

Criteria

You will know you are successful when

- 1.1. you create content for your blog.
- 1.2. you curate content for your blog.
- 1.3. you identify the different types of content sourcing.

Learning Objectives

- 1.a. Explore different types of content.
- 1.b. Identify content that is created, curated, or repurposed content.
- 1.c. Explore the "hub and spoke" model of content development.
- 1.d. Define "evergreen" content.

2. Discern key components in content strategy concepts.

Assessment Strategies

- 2.1. Infographic

Criteria

You will know you are successful when

- 2.1. you identify the components of the buyer's journey.
- 2.2. you match the buyer's journey to content.
- 2.3. you create content that is relateable to a chosen demographic.

Learning Objectives

- 2.a. Identify the customer need in the buying process.
- 2.b. Identify customers' persona.
- 2.c. Identify channels for delivery.
- 2.d. Identify the differentiating value.
- 2.e. Identify risks.

3. Demonstrate content copy writing skills.

Assessment Strategies

- 3.1. E-book
- 3.2. Blog

Criteria

You will know you are successful when

- 3.1. you create content based on chosen goal.
- 3.2. you create content based on the expected results.
- 3.3. you create content based on the targeted population.
- 3.4. you create content that is optimized for identified results.
- 3.5. you match voice of content to the chosen company.
- 3.6. you match the content to the style guide of the chosen company.
- 3.7. you proofread and edit your work.

Learning Objectives

- 3.a. Explore types of style and style guides.
- 3.b. Choose a marketing communication piece.
- 3.c. Identify a form of digital advertising content to address.
- 3.d. Identify who will receive the information.
- 3.e. Explore costs associated with publishing.
- 3.f. Proofread materials.
- 3.g. Identify tone in writing.
- 3.h. Select appropriate images.
- 3.i. Explore headings, font size, and paragraph styling for visual appeal.
- 3.j. Identify key word to optimize the content.

4. Evaluate content decision-making based on persona and buyers' journey.

Assessment Strategies

- 4.1. Infographic

Criteria

You will know you are successful when

- 4.1. you identify the targeted market for your content.
- 4.2. you create content based on market.

Learning Objectives

- 4.a. Identify the different stages of the buyer's journey (aka Customer's Life Cycle)
- 4.b. Describe targeted demographics and location
- 4.c. Identify the content that would match the criteria

5. Identify content formats.

Assessment Strategies

5.1. E-book

Criteria

You will know you are successful when

- 5.1. you identify a format for content.
- 5.2. you describe different types of formats.
- 5.3. you identify characteristics of different format types.
- 5.4. you explain a specific format's identifying features in your ebook.

Learning Objectives

- 5.a. Explore written content.
- 5.b. Explore video content.
- 5.c. Explore visual content.
- 5.d. Connect format to purpose.
- 5.e. Explore formats (i.e. white papers, newsletters, podcasts, webinar, etc.)
- 5.f. Write using different formats.
- 5.g. Explore how content will vary based on the platform.

6. Identify costs in producing content.

Assessment Strategies

- 6.1. Ebook

Criteria

You will know you are successful when

- 6.1. you identify the cost of producing your content.
- 6.2. you identify pricing models for other formats.

Learning Objectives

- 6.a. Explore costs associated with chosen content and format.
- 6.b. Identify hidden costs (wages, technology, time, etc) beyond publication costs.
- 6.c. Explore cost effective measures for publishing content.

7. Apply methods for tracking content performance.

Assessment Strategies

- 7.1. Ebook

Criteria

You will know you are successful when

- 7.1. you identify the goals and end result.
- 7.2. you describe the measurement points.
- 7.3. you select the tools to measure progress toward goals.

Learning Objectives

- 7.a. Identify goal for content.
- 7.b. Identify end result of content.
- 7.c. Develop a method to measure impact of content.
- 7.d. Apply measurement tool to track performance.
- 7.e. Research available tools for tracking content performance.