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.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.


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.