



## Digital Communication and Copywriting Short Course

Short Course

Distance

This short course aims to explore the fundamental principles of copywriting with the purpose of creating insightful content for digital audiences. Copywriting uses the power of words and ideas to craft persuasive narratives and innovative communication. The world of digital communication is constantly shifting, as technology advances and generates new platforms for engagement. The focus of this course is therefore on writing relatable content for any platform, by examining the fundamental creative thinking processes to connect with consumers and satisfy relevant business objectives.

For the creators.

[vegaschool.com](https://vegaschool.com)





# Digital Communication and Copywriting Short Course

9 Weeks Distance (Including Orientation)

## Who should join?

This short course is aimed at anyone with a passion for writing and storytelling, combined with an interest in the world of branding and digital communication. The course will expand the skillset of traditional writers who are seeking new career opportunities in copywriting and digital content writing. It is valuable for designers, business owners or entrepreneurs wanting to develop specialist writing techniques for digital content creation. This short course is also relevant to anyone interested in learning the processes of strategic problem-solving and conceptual communication.

## This short course covers

- The evolution of copywriting in the world of digital communication.
- The unique characteristics of copywriting and content writing.
- Consumer behaviour and digital user characteristics.
- Insights and human truths in online audiences.
- Strategic key messaging for creative solutions.
- Creative processes, design thinking, and conceptualisation.
- Writing techniques to persuade audiences and encourage action.
- Techniques in writing for various digital channels.
- Writing long-form content with basic SEO principles.
- Narrative and storytelling scriptwriting for video and audio media.

## How will I benefit?

This short course will enhance your ability to write content for brands and businesses in the context of digital communication. You will gain an understanding of the valuable creative processes involved in developing concepts for engaging digital content.

During the course you will learn:

- How a copywriter and content writer fits into the world of digital communication, design, advertising, and digital marketing.
- The behaviour and expectations of online audiences to identify human insights that build meaningful connections.
- The different stages in the creative process that lead to innovative concepts.
- How to write copy that persuades people to act or think differently.
- Techniques in writing content that adds value and offers reward.
- Writing techniques for different digital channels and social media platforms.
- How to craft narratives and write stories for video and audio media.
- The basic principles of SEO for writing digital content.

## To succeed in your distance journey, you need to be

- Self-motivated and invested in your learning journey.
- Disciplined and able to balance studying with work and family commitments.
- Able to direct your own studies, maintaining a diligent pace.

## To assist you in succeeding in your distance journey, our teaching approach is

- Student-centric: we facilitate your thought processes to foster innovative ideas and creative solutions.
- Authentic: we use real-life examples and case studies.
- Activity-based: We move your learning forward through applied activities and assessments.
- Discussion-based: we ask you questions and stimulate debate to provoke deep thought and insights about course content.

## Distance delivery includes

- A distance learning system that leads students through the content, prescribed material and activities.
- Distance academic navigators (tutors) who are subject experts and maintain the human experience of the learning process.
- Weekly live sessions with the course's distance navigator.
- A distance success navigator who supports students throughout the learning journey.
- Access to our distance information centre.

Note:

- Scheduled live sessions generally take place after hours.
- While you can generally structure your study time as you need, there are scheduled distance sessions during which you will get mediated support.
- Scheduled assessments in the form of online activities and assignments are paced to ensure your studies progress.

## Device and Connectivity Specifications Required for Online Study

- Reliable internet connection (we recommend 5-10 GB of data per month and an internet speed of at least 0.15 Mbps).
- Desktop PC or laptop with at least an i3 processor and 4GB RAM memory.
- Windows 8 or macOS 10.15 (Microsoft Office 365 is available as a free download for IIE students), and Google Chrome, Microsoft Edge Chromium or Firefox.
- A working webcam and microphone.
- An uninterrupted power supply is also highly recommended.

\*In the case of insufficient registrations, or other unforeseen circumstances, IIE-Vega reserves the right, at any time, to either postpone or cancel any short course.

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