Emeris

Digital Communication and Copywriting Short Course

Vega School

9 Weeks (Including Orientation) Distance
Short Course | DWCCW021

→ Online

Programme Description

The Digital Communication and Copywriting 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.

Who Is This Programme Aimed At?

The Digital Communication and Copywriting 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.

How Will Emeris Support Your Online Learning as a Distance (Online) Student, and How Will It Help Prepare You for the Working World?

Our distance teaching and learning approach is designed to allow you the freedom to self-govern your learning experiences according to your individual needs. You are at the centre of your own learning journey, and by offering curated engagement opportunities, we partner with you to:

- Engage with subject material
- Build understanding
- Develop critical thinking and problem-solving skills
- Manage your work, life and studies
- Succeed in your personal, professional, and academic goals.

DISTANCE (ONLINE)

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.

Further Study Pathways

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.

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.

System and Software Requirements

- 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 11 or macOS 10.15 (Microsoft Office 365 is available as a free download for students), and Google Chrome, Microsoft Edge Chromium or Firefox
- A working webcam and microphone
- An uninterrupted power supply is also highly recommended.

Completion Requirements for This Short Course

To successfully complete this Short Course, you must have achieved a minimum final mark of fifty percent (50%). As a distance (online) student, this Short Course is structured to be completed over 9 weeks.

Please Note: This Short Course is not credit-bearing and does not have any formal admission requirements.

Emeris

Emeris is registered with the Department of Higher Education and Training as a private higher education institution under the Higher Education Act, 1997 (reg. No. 2007/HE07/002).

Please note, details are correct at the time of publication.

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.

*In the case of insufficient registrations, or other unforeseen circumstances, Emeris reserves the right, at any time, to either postpone or cancel any Short Course.

Fee Structure

Short Course	FULL SETTLEMENT	DEPOSIT	6 INSTALMENTS
Digital Communication and Copywriting	14 250	4 575	1 779

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