

# Introduction to Content Writing

## Applying for this course:

To apply for this course, you should have completed compulsory schooling up to 65 years of age. Ideally you should be able to use a computer. In case of any difficulties regarding the entry requirements kindly contact us on [ga.jobsplus@gov.mt](mailto:ga.jobsplus@gov.mt).

## Course Duration

This course is of 12 hours duration and consists of one Module.

## General pedagogical guidelines and procedures for this course:

The delivery of this Course will be mainly held through a series of classroom discussion. The trainer will also be holding lessons with the learners which will consist of various presentations, including demonstrations.

This course can also be delivered online. In such cases, the learner is required to have a working camera and a working microphone.

## General assessment policy and procedures for this course:

The Learner will be assessed through an Ongoing Assessment that will take place throughout the duration of the course. The ongoing assessment will take into consideration the learner's classroom participation throughout the entire course, and will take place by way of oral exercises, one-to-one questions, quizzes, and group activities.

## Module 1 Learning Outcomes- Introduction to Content Writing

- |  |  |
|--|--|
| <ul style="list-style-type: none"><li>✓ Understand the core concepts of Content Writing, Copywriting, and Content Marketing</li><li>✓ Identify one's own ideal reader or target audience and create buyer persona</li><li>✓ Use a strategic approach to content writing</li><li>✓ Develop effective copywriting skills - writing powerful headlines, call to actions and persuade readers</li><li>✓ Optimize efficiency as a writer, using simple workflows and tools</li><li>✓ Identify the best approach to writing at high quality and speed</li><li>✓ Search reliable sources one can use to generate ideas for content creation</li></ul> | <ul style="list-style-type: none"><li>✓ Optimise the content correctly to get better search engine rankings</li><li>✓ Understand the different types of content writing</li><li>✓ Understand the SEO Articles Writing method</li><li>✓ Identify the best ways to structure, format and publish articles</li><li>✓ Identify challenges one may face as a writer, and find ways to overcome them</li><li>✓ Create a solid marketing plan to promote and share content with readers</li></ul> |
|--|--|

**Module Assessment:**

Ongoing Assessment that will take place throughout the duration of the course.