CONTENT WRITING CERTIFICATE

Program Description

Crafting effective content and copy is an essential skill for anyone looking to spread a message. Whether creating content for a social media brand strategy, writing an executive brief, or developing an email campaign, writing effective copy to deliver the right content, to the right audience, at the right time, is the key to success.

This certificate program provides an opportunity to strengthen your copywriting and content writing skills. You will examine how to write content that attracts attention and engages the reader in a manner that increases the likelihood that your message is received. You will review writing commonalities that transcend content type and delivery methods. You will then explore diverse applications and practice specific writing assignments, whether writing a post for a website or social media, creating a press release or media story, or composing an email summarizing a policy change or new business opportunity. Through each course, you have the opportunity to put each concept into practice for writing types and audiences of your choice. By the end of this program, you will have developed a set of best practices to make you a better writer.

For the best experience in this program it is recommended to take these courses in the order that they appear.

This program includes a year of free access to **Symposium**! These events feature several days of live, highly participatory virtual Zoom sessions with Cornell faculty and experts to explore the marketing industry's most pressing topics. Symposium events are held several times throughout the year. Once enrolled in your program, you will receive information about upcoming events. Throughout the year, you may participate in as many sessions as you wish. Attending Symposium sessions is not required to successfully complete the certificate program.

Key Takeaways

- Present information succinctly and share key points in a compelling way
- Write persuasive content that engages readers with clear, actionable next steps
- Develop website audience personas and craft web content that attracts and retains the intended audience
- Transfer best practices to effectively write for a variety of online outlets, including media stories for public audiences
- Target and influence readers on social media platforms with messages reflective of an individual's or organization's brand

What You'll Earn

- Content Writing Certificate from Cornell University
- 50 Professional Development Hours (5 CEUs)

Who Should Enroll

- Copywriters and copy editors
- Marketers
- Staff writers
- Communications professionals
- Technical writers
- Web content developers
- Social media and blog content developers

Total Investment

3 months to complete all courses

How To Enroll

For more information on how to enroll, please visit Content Writing Certificate (https://ecornell.cornell.edu/certificates/marketing/content-writing/).

Courses

Code	Title	Hours
eCornell CALS191	Writing Concise Copy	0
eCornell CALS192	Writing Persuasive Copy	0
eCornell CALS193	Writing Web Copy	0
eCornell CALS194	Writing Online Media Copy	0
eCornell CALS195	Writing Social Media Copy	0