

CONTENT CREATION



In today's digital age, content creators are not just influencers—they're game changers. They breathe life into brands, craft stories that resonate, and engage audiences in ways traditional media never could. Their ability to seamlessly blend creativity with strategy makes them invaluable assets in the vast digital landscape.

Embark on an immersive journey into the expansive world of content creation with our meticulously curated course. Designed to cater to both novices and seasoned creators seeking to refine their skills, our modules will guide you through every nuance of digital content creation. Dive deep to uncover the secrets of captivating content, transitioning from initial ideation and thorough research, all the way to precise editing and optimization.

Perfect the art of compelling writing, explore the world of video production to create engaging visuals, and harness the design principles that will make your content stand out in a crowded digital landscape. Strategy is key: you'll learn to design content plans that amplify your brand's unique voice, and resonate with your target audience

Beyond just creation, we ensure you're well-versed in the legal landscape, providing you with the insights to protect your content and intellectual property. By the end of this course, you'll not only have the skills to produce remarkable content but also the knowledge to share it wisely and responsibly. Join us on a transformative content creation journey that pushes the boundaries of digital storytelling!

COURSE STRUCTURE

12 Modules

- Introduction to Content Creation
- Strategy and Planning
- Keyword and Audience
- Writing and Editing
- SEO and Content Marketing Essentials
- Content Design
- Video Content
- Podcasting
- Social Media Content
- Monitoring Analytics
- Branding
- The Legal Landscape

YOUR TUTOR



Jose Penso

Get ready to meet the extraordinary Jose Penso - a true powerhouse of consulting brilliance! With a star-studded expertise in Branding, Strategic Marketing, Content Creation, and Strategic Communications, he's a force to be reckoned with in both the United States and Latin America.

But that's not all - beyond his consulting wizardry, he's also a passionate educator, shaping the minds of future leaders as a professor at Universidad del Norte in Colombia. He is also an adviser at the prestigious Interamerican Center for Political Management in Miami, Florida. He is the former Committee Chair of the Public Relations Society of America (PRSA) and holds membership in the National Association of Communications Professionals (NAMIC, USA).

ACCREDITATION



ICM

The Diploma in Content Creation is endorsed by ICM (UK). ICM provides a wide range of professional qualifications in business, management areas.

Established as a charity for global outreach in 1979, the Institute of Commercial Management (ICM) is the leading professional body for commercial and business development staff

EUROPEAN EXCELLENCE: ELEVATE YOUR LEARNING JOURNEY!



Be part of something extraordinary as we stand alongside the European Association of Distance Learning (EADL), shaping the educational landscape for over 2.5 million students across Europe annually. Our decade-long membership with EADL reflects our unwavering commitment to upholding their unparalleled Quality Assurance Standards.

What Our Students Say:

"IT IS AT THE VERY CORE OF THE COURSE THAT THE ABILITY TO READ, ADJUST AND RESPOND TO THE NEEDS OF YOUR TARGET AUDIENCE WAS LEARNED, IT IS THIS FOUNDATION THAT HAS STOOD THE TEST OF TIME".

ANNE MARIE
MCILWRAITH
PR GRADUATE

"MY JOB REQUIRES ME TO TRAVEL A LOT SO WHEN IT CAME TO CHOOSING A COURSE, IT HAD TO BE DONE ONLINE AND IN MY TIME, SO THE IRISH ACADEMY WAS THE PERFECT INSTITUTE FOR ME".

DOMINIQUE BENELI
LAMON - PR GRADUATE

THE COURSE WAS INTERESTING, CHALLENGING, AND REWARDING. I LEARNT A LOT BY FOLLOWING THE PROGRAMME. IT HELPED ME TO UNDERSTAND WHERE MY STRENGTHS AND WEAKER ASPECTS LIE. ALL ASSIGNMENTS WERE GIVEN COMMENTS WHICH HELPED ME UNDERSTAND IF I MISSED SOMETHING. THANK YOU FOR MAKING THIS COURSE SO ENJOYABLE!

NIVEDITA AIYER
- PR GRADUATE

CORE TEXT PROVIDED FOR EVERY STUDENT



Understanding Digital Marketing A Complete Guide to Engaging Customers and Implementing Successful Digital Campaigns. Damian Ryan - Fifth edition. This text will provide an invaluable resource to students with key insights into the strategic use of content. Each student will receive a copy of this core text

Throughout your training, you will receive links to valuable resources and an invitation to our Masterclass Webinars. These feature industry experts delivering insights and guidance in all communications and media related topics

SUSTAINABLE ACHIEVEMENT: GO GREEN WITH US!

Our carbon-neutral and sustainable blockchain technology ensures your success doesn't compromise the planet. We champion sustainability and excellence

DIGITAL CERTIFICATION

Flaunt your achievements with pride! Our exclusive diploma and digital badge let you showcase your verified skills on social media and in your email signature.

THE ACADEMY: VERIFIED SKILLS MEANS SUCCESS!

The Academy: Verified Skills Mean Success!
When you earn a Professional Diploma from us, you gain more than just a piece of paper - you attain verified skills that open doors to endless possibilities.

Start dates this year:

02 October 2023

06 November 2023

Course Fee:

€1435

Includes:

Self Study Modules

Access to Online Library

Access to Tutor

Digital Badge

Award:

Professional Diploma in
Content Creation

Entry Requirements:

Open to students globally

Contact:

info@irishacademy.com

Enrol:

www.Irishacademy.com