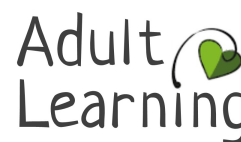


Adult Learning - Course Information Sheet



SZZ3BA11 - Writing Online Content e.g. Blogs etc.

Virtual Classroom - Zoom

<https://zoom.us/>

ZZ99 9ZZ

Room Virtual - Zoom Classroom

Start Date: 11 January 2023
End Date: 22 March 2023
Start Time: 7:00PM
End Time: 8:30PM
Day: Wednesday
Sessions: 10
Tutor: Ms Libby Connelly

Course aim

Writing a blog, social media posts or information for your website is hard work and a particular skill called copywriting. Copywriting is the practice of crafting written text in order to inform, inspire or persuade. Is this something you want to develop? It really can be useful in several ways, such as applying for a job or trying to entice new customers to your business. Come along to our supportive, explorative classes to develop your skills as a writer!

Course outcomes

- 1) Demonstrate how to use written language to inform, inspire or persuade
- 2) Use basic knowledge of language and structural techniques within your copywriting
- 3) Deliver suitable and constructive criticism on your own work and others

How will the course be taught?

The course will be taught online via Zoom and will be a live interactive class with workshopping and use of visual aids.

Joining instructions along with unique log in for the session will be emailed to you by our support services team prior to the course start date so please check your email address prior to the class.

To take part in the course learners will need:

A computer, laptop, phone or tablet connected to the internet and able to view a live video stream.

What do I need to bring / have ready?

The book information used in this course will be shared with you at the first session. Pen and paper, a small dictionary and thesaurus if you already have copies. Handouts will be shared via email, online or in session.

Further support and progression

If you need help whilst on a course with us, our Learner Support Advisor is available to discuss your needs. We offer a range of services, subject to eligibility, which can include practical support and/or financial assistance to ensure you feel fully supported while learning with us. For more information contact alsreferrals@northnorthants.gov.uk or call 01604 368023 (answerphone available). Visit our website www.northamptonshire.gov.uk/course-info for further information about our fees and concessions. Your tutor will inform you of further learning opportunities and progression during your course.

Health and Safety / Online Safety

Your tutor will give you information about Health and Safety on the first day. For information on how to keep safe online go to https://safety.lovetoknow.com/Internet_Safety_Adult and <https://takefive-stopfraud.org.uk/> national awareness campaign. To report suspected scams, or get help and advice about preventing scams call the Citizens Advice consumer helpline on 03454 04 05 06.

Northamptonshire Adult Learning Service work in partnership with National Careers Service advisers who can provide information, advice and guidance on skills, learning and work. National Careers Service can be contacted by telephone 0800 100 900 or text your name and the word ADVICE to 07766 413219 and an adviser will call you back for free or go to <https://nationalcareersservice.direct.gov.uk/>

