



MICRO-CERTIFICATION IN BLOGGING & FREELANCING TO MAKE MONEY

In the digital era, the opportunities for individuals to carve their paths as bloggers and freelancers are boundless. The Micro-Certification in Blogging and Freelancing to Make Money at NBUC is meticulously crafted for aspiring writers, creatives, and entrepreneurs seeking to turn their passion for writing into a profitable venture.



Delivery mode: Online
Duration of study: 7 Weeks / 14 Hours
Level: Advanced

Program Overview

Blogging and freelancing provide avenues for creative expression and financial independence. This micro-certification program is designed for writers, content creators, and freelancers eager to harness their skills to not only share their voice with the world but also to generate income and build sustainable online careers.

Assessment

- Coursework: 80%
- Examination: 20%

PROGRAM STRUCTURE

The Micro-Certification comprises modules covering essential aspects of blogging and freelancing, from foundational principles to practical monetization strategies. Participants will engage in hands-on exercises, case studies, and real-world scenarios to gain practical experience in building and monetizing online content.

ENROLL TODAY

Whether you're a creative spirit looking to share your voice or an aspiring entrepreneur aiming to build a freelance career, the Micro-Certification in Blogging and Freelancing to Make Money at NBUC is your pathway to success.

Enroll today and take the first step toward becoming a proficient blogger and freelancer!

Why NBUC?

At NBUC, we are dedicated to providing industry-relevant education that empowers individuals to thrive in their professional endeavors. Our experienced instructors bring a wealth of knowledge and real-world insights to the program, ensuring participants are well-prepared to navigate the dynamic world of blogging and freelancing.

KEY LEARNING OBJECTIVES

- **Foundations of Blogging:**
 1. Explore the fundamentals of blogging, including choosing niches, creating engaging content, and building a brand.
 2. Understand the importance of a well-defined blogging strategy for long-term success.
- **Monetizing Blogs:**
 1. Learn diverse monetization strategies for blogs, including affiliate marketing, sponsored content, and product sales.
 2. Explore the intricacies of ad revenue and building profitable partnerships.
- **Freelancing Essentials:**
 1. Dive into the world of freelancing, understanding platforms, and marketplaces.
 2. Learn how to create compelling freelance profiles and effective pitches.
- **Building a Freelance Portfolio:**
 1. Explore strategies for building a strong freelance portfolio that showcases your skills and attracts clients.
 2. Understand the art of setting freelance rates and negotiating contracts.

COURSE PROGRESSION

Credits from this Micro-Credential Programme are transferable to the following full academic programme:

Diploma in Digital Marketing Technology

TO REGISTER OR ENQUIRE

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