



# MICRO-CERTIFICATION IN CONTENT WRITING & MARKETING

In a digital age where information is abundant, the art of crafting compelling and strategic content has never been more critical. Whether you're a seasoned writer or aspiring marketer, our Micro-Certification in Content Writing & Marketing at NBUC is designed to empower you with the skills and knowledge needed to excel in the dynamic field of content creation and promotion.



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

## Program Overview

Effective content is the cornerstone of successful digital communication. From engaging blog posts and social media updates to persuasive marketing emails, the ability to create content that captivates audiences and drives desired actions is invaluable. This micro-certification program is tailored for individuals seeking to enhance their content writing and marketing capabilities, equipping them to thrive in diverse professional contexts.

## Assessment

- Coursework: 80%
- Examination: 20%

## PROGRAM STRUCTURE

The Micro-Certification comprises modules covering foundational principles, writing techniques, content types, marketing strategies, and ethical considerations. Throughout the course, you'll engage in hands-on activities, assignments, and a capstone project that will allow you to apply your newfound skills in a practical setting.

## ENROLL TODAY

Whether you're looking to advance your career or embark on a new professional journey, the Micro-Certification in Content Writing & Marketing at NBUC is your gateway to success. Join us and unlock the power of persuasive and impactful content. Enroll today and take the first step toward becoming a proficient content writer and marketer!

## Why NBUC?

At NBUC, we are committed to providing high-quality, industry-relevant education. Our expert instructors bring real-world experience to the classroom, ensuring that you receive practical insights that go beyond theoretical knowledge.

## KEY LEARNING OBJECTIVES

- **Crafting Compelling Content:**
  1. Learn the art of writing compelling headlines, introductions, and stories that resonate with your target audience.
  2. Master the techniques of effective storytelling and discover how it can elevate your content to new heights.
- **Strategic Content Marketing:**
  1. Understand the fundamentals of content strategy and how it aligns with overall business objectives.
  2. Explore the various content types and formats, from blog writing to social media content and email marketing.
- **SEO Integration:**
  1. Grasp the basics of SEO and discover how to seamlessly integrate keywords to enhance the discoverability of your content.
- **Content Distribution and Analytics:**
  1. Explore diverse channels for content distribution, including social media, blogs, and email.
  2. Learn to measure the performance of your content using key analytics tools and metrics.

## 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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