



Copywriting and Blogging for Business

Learn how to write punchy, interesting copy for use in marketing materials and blogging. This course will help you develop your writing skills by harnessing the power of words.

You'll leave with an understanding of how to structure blogs, press releases and case studies; as well as considering emotive language that will help with sales. With a section on the impact of plagiarism, intellectual property rights and copyright law, you'll be safe in the knowledge that your content is safeguarded.

Key facts

Course title:
Copywriting and Blogging for Business

Location:
Cornwall College St Austell

Start date:
TBC

Course length:
1 day

Choose from these course options

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Copywriting and Blogging for Business	Cornwall College St Austell	TBC	1 day