



@ASK Training
Attitude | Skills | Knowledge



(24 HRS)

COPYWRITING & CONTENTS WRITING

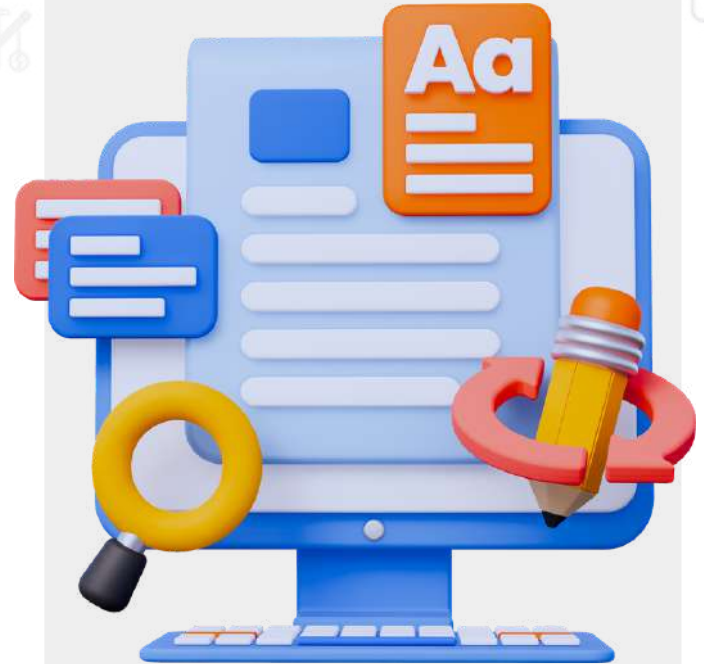
Course Synopsis

This course builds the foundational skills in content planning, copywriting, and digital storytelling that every marketer needs. You will learn to develop buyer personas, map the customer journey, and write **persuasive copy** across blogs, social media, email, and ads.

Beyond writing techniques, the course covers content strategy: creating **digital storyboards**, building **content calendars**, determining **posting frequency**, selecting **distribution channels**, and **setting KPIs** to measure performance.

By the end of this course, you will be equipped to plan, write, and manage a complete content strategy from ideation through to execution guidelines — providing the strategic foundation that more advanced modules, including AI-assisted marketing, build upon.

Course Code: TGS-2026064601



Prerequisites

Language:

- Attained at least WPLN Level 6 OR
- Obtained Grade C6 for GCE O-Level English OR
- Other equivalent qualifications

Academic:

- Obtained at least a pass or C6 at GCE O-Level in at least 3 subjects OR
- Candidates with other qualifications will be considered on a case-by-case basis OR
- Mature candidates (≥ 30 years old) with 8 years of relevant working experience

Total Training Hours:

- 24-hour training course including a 2-hour assessment
- Written Assessment

Learning Units



Learning Unit 1

Digital Storytelling, Copywriting, and Content Writing



Learning Unit 2

Storyboard Creation & Content Strategy Plan

Course **Objectives**

By the end of this course, learners should be able to:



Apply the principles of digital storytelling to conceptualise and create content ideas that effectively meet marketing objectives, engaging audiences and driving desired actions in the online landscape.



Create a digital storyboard as an integral component of a content strategy plan, including applying multichannel content strategies that adhere to the parameters of delivering content for marketing purposes, incorporate the essential features of marketing content, and employ various modes of content delivery to achieve marketing objectives



Programme Fee

S\$1,493.30

(inclusive of
9% GST)

PROGRAMME FEE AFTER ELIGIBLE SWDA SUBSIDIES:

From **S\$173.99**

(inclusive of 9% GST) after 90% SWDA Subsidies

 Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Singapore Citizens ≥ 40 years old	S\$1,370.00	90% SkillsFuture Funding	S\$173.99
Singapore Citizens, PRs or LTVP+ Holders ≥ 21 years old		70% SkillsFuture Funding	S\$447.99

SkillsFuture Credits can be used on top of existing subsidies

 Company-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Small-to-Medium Enterprise (SME) Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old	S\$1,370.00	90% SkillsFuture Funding	S\$173.99
Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old		70% SkillsFuture Funding	S\$447.99
Non-SME Singaporean Citizens ≥ 40 years old		90% SkillsFuture Funding	S\$173.99

Singapore Citizens 21 years old and above who meet special criteria* may be eligible for Additional Course Fee Funding Support (AFS) of 95% Subsidy. AFS is only eligible for SkillsFuture Career Transition Programme applicants.

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