Syllabus

MFA 607: Copy and Content Writing Internship

Course Prerequisites

None

Course Description

Target a specific readership by applying copywriting and content writing skills. Learn how to write effectively and persuasively for marketing purposes, particularly when crafting book descriptions or book marketing materials, social media posts, email newsletters, and other types of copy. Focus on producing effective headlines and content for search engine optimization purposes.

Course Competencies

This course covers the following competencies, which represent the knowledge and skills relevant to your field:

- Create a personal brand authentic to one's values and distinct from other authors in a genre
- Develop a content strategy that reinforces one's personal brand
- Develop copy and content relevant to one's target audience and in line with one's content strategy
- Demonstrate professional copywriting skills for digital content

Required Materials

This course does not have any required materials.

Diversity, Equity, and Inclusion

As indicated in our core values, SNHU is committed to "embrace diversity where we encourage and respect diverse identities, ideas, and perspectives by honoring difference, amplifying belonging, engaging civilly, and breaking down barriers to bring our mission to life."

This may or will be reflected in SNHU's curriculum as we embrace and practice diversity, equity, and inclusion (DEI) to provide the most transformative experience for our students, faculty, and staff. Because topics pertaining to DEI can be sensitive, please remember that embodying and practicing diversity, equity, and inclusion is one of our core values that you will encounter throughout the academic experience. In higher education, we are expected to think and engage critically. Use a growth mindset to embrace the diverse readings, course assignments, and experiences of your peers and faculty.

For more information about DEI at SNHU, please visit our website at the [Office of Diversity and Inclusion](#).

Instructor Availability and Response Time

Your class interaction with the instructor and your classmates will take place on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week. You will normally communicate with your instructor in the weekly discussions or the General Questions discussion topic so that your questions and the instructor's answers benefit the entire class. You should feel free, however, to communicate with your instructor via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours. Instructors will post grades and feedback (as applicable) within seven days of an assignment's due date, or within seven days of a late submission.

Grade Distribution

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Discussions	2	25	50
Journals	3	25	75
Assignments	3	50	150
Final Project Assignments	2	50	100
Internship Time Sheet	1	100	100
Supervisor Evaluation	1	100	100
Final Project	1	425	425
			Total Course Points: 1,000

This course may also contain non-graded activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

University Grading System: Graduate

Grade	Numerical Equivalent	Points
A	93–100	4.00
A-	90–92	3.67
B+	87–89	3.33
B	83–86	3.00
B-	80–82	2.67
C+	77–79	2.33
C	73–76	2.00
F	0–72	0.00
I	Incomplete	
IF	Incomplete/Failure *	
W	Withdrawn	

* Please refer to the policy page for information on the incomplete grade process.

Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Assignment Information section of the course.

Weekly Assignment Schedule

All readings can be found within each module of the course, and assignment instructions can be found in the Assignment Information section of the course. Assignments and discussion posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments and discussion posts for the remainder of the term are due by 11:59 p.m. of the student's local time zone.

Module	Topics and Assignments
One	What Is Copy? What Is Content?
	1-1 Before You Get Started
	1-2 Journal: Goals for Online Content
	1-3 Final Project Review
	1-4 Open Discussion: Module One (Non-graded)
	1-5 Internship Overview Submission (Non-graded)
	1-6 Reminder: Internship Time Sheet
Two	Building a Creative Vision and Brand
	2-1 Before You Get Started
	2-2 Assignment: Brand Vision Statement
	2-3 Open Discussion: Module Two (Non-graded)
	2-4 Reminder: Internship Time Sheet
Three	Understanding Your Audience
	3-1 Before You Get Started
	3-2 Discussion: Target Audience
	3-3 Open Discussion: Module Three (Non-graded)
	3-4 Reminder: Internship Time Sheet
	3-5 Reviews/Reminders
Four	Creating a Content Strategy
	4-1 Before You Get Started
	4-2 Final Project Assignment: Content Strategy
	4-3 Open Discussion: Module Four (Non-graded)
	4-4 Reminder: Internship Time Sheet

Module	Topics and Assignments
Five	Crafting Your Website 5-1 Before You Get Started 5-2 Journal: Author Website 5-3 Final Project Assignment: Author Website Draft 5-4 Open Discussion: Module Five (Non-graded) 5-5 Reminder: Internship Time Sheet
Six	Developing Your Message 6-1 Before You Get Started 6-2 Assignment: Creative Brief 6-3 Open Discussion: Module Six (Non-graded) 6-4 Reminder: Internship Time Sheet 6-5 Reviews/Reminders
Seven	Writing With Power 7-1 Before You Get Started 7-2 Assignment: Long-Form Content 7-3 Open Discussion: Module Seven (Non-graded) 7-4 Reminder: Internship Time Sheet
Eight	Sharing Content and Getting Found 8-1 Before You Get Started 8-2 Discussion: Social Media 8-3 Open Discussion: Module Eight (Non-graded) 8-4 Reminder: Internship Time Sheet 8-5 Reviews/Reminders
Nine	Content Strategy and Foundational Materials 9-1 Final Project Submission: Content Strategy and Foundational Materials 9-2 Open Discussion: Module Nine (Non-graded) 9-3 Reminder: Internship Time Sheet 9-4 Reminder: Supervisor Evaluation
Ten	Experimenting, Testing, and Tweaking 10-1 Journal: Moving Forward 10-2 Internship Time Sheet 10-3 Supervisor Evaluation 10-4 Internship Evaluation 10-5 ePortfolio 10-6 Course Wrap-Up

Attendance Policy

Online students are required to submit a graded assignment/discussion during the first week of class. If a student does not submit a graded assignment/discussion during the first week of class, the student is **automatically dropped** from the course for non-participation. Review the full attendance policy.

Late Assignments Policy

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Review the full late assignment policy.

Student Handbook

Review the student handbook.

ADA/504 Compliance Statement

In accordance with Section 504 of the Rehabilitation Act of 1973, Title III of the Americans with Disabilities Act (ADA) of 1990, and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008, Southern New Hampshire University does not discriminate on the basis of disability, including intellectual disability, in admission, treatment, or access to its programs or activities, nor does it discriminate in employment in its programs or activities.

The university prohibits unlawful discrimination on the basis of disability and takes action to prevent such discrimination by providing reasonable accommodations to eligible individuals with disabilities. A disability is a condition or impairment that impacts a "major life activity" or "major bodily function."

- **Major life activities** include, but are not limited to, caring for oneself, performing manual tasks, seeing, hearing, eating, sleeping, walking, standing, lifting, bending, speaking, breathing, learning, reading, concentrating, thinking, communicating, and working.

- **Major bodily functions** include, but are not limited to, functions of the immune system, normal cell growth, and digestive, bowel, bladder, neurological, brain, respiratory, circulatory, endocrine, and reproductive functions. Disabilities include physical, medical (including pregnancy), mental health, and learning needs.

At the beginning of each term, or as soon as you become aware of a disability or accessibility concern, we encourage you to contact the Online Accessibility Center (OAC) to discuss accommodations for which you may be qualified. Reasonable accommodations are established through an interactive process between the student and the OAC.

Note that accommodations are not retroactive and that disability accommodations are not provided until acceptable documentation of a disability and its impact is received and an accommodation letter has been processed. If you are unsure whether your condition qualifies as a disability or accessibility concern, please contact the OAC for determination.

Contact Information:
Online Accessibility Center
Phone: 866-305-9430
Email: oac@snhu.edu

For questions concerning support services, documentation guidelines, or general disability issues, please visit the Online Accessibility Center website.

If you feel you have been denied appropriate disability-related accommodations, including appropriate auxiliary aids and services, you may file a grievance as described in the ADA/504 Grievance Policy found on the Disability and Accessibility Services website.

Academic Honesty Policy
Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the full academic honesty policy.

Copyright Policy
Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the full copyright policy.

Withdrawal Policy
Review the full withdrawal policy.

Southern New Hampshire University Policies

More information about SNHU policies can be found on the [policy page](#).

Student Work Samples

For the purpose of continuous improvement of our educational training, Southern New Hampshire University may, on occasion, utilize anonymous student work samples for internal professional development and staff training. If you would like to withdraw permission for use of your work, please complete the [Student Work Sample Survey](#).