**WSQ Copywriting & Content Writing Summative Assessment**

**Individual Project**

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| **Prepared By** | |
| **Name of Learner:** |  |
| **Signature** |  |
| **Date** |  |

**Instruction:**

**The Individual Project consists of TWO Parts. You must complete all tasks indicated in each part.**

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| **Enterprise Profile** | | | | |
| **Name of Enterprise** |  | **Type of Entity:** | SME/ Non-SME  *(\*Delete where applicable)* | |
| **Vision** |  | | | |
| **Mission** |  | | | |
| **Type of Business** | * Private Company * Public Company | **Type of Industry** | |  |
| **Customer Segment** |  | | | |
| **Products/Services** |  | | | |

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| **Part 1: Content Creation and Copywriting** | |
| **Provide a specific product, service, or marketing campaign.** |  |
| **Develop copywriting elements.** | **A persuasive product description.** |
| **A social media post or ad copy.** |
| **An article or blog post.** |
| **Content Planning** | **The target audience.** |
| **The key message.** |
| **The call to action (CTA).** |

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| **Part 2: Digital Storyboarding** | |
| **Provide evidence to show the creation of the Digital Storyboards.** |  |
| **Storyboard Integration** | **Explain how your digital storyboards align with and enhance your content strategy.** |
| **Discuss how they serve as visual guides for the content creation process and how they contribute to conveying the intended message.** |

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| **Part 3: Content Strategy Elements** | |
| **Frequency of Content Delivery** |  |
| **Types and Styles of Content** |  |

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| **Part 4: Content Distribution Modes and Processes** | |
| **Modes of Content Delivery** |  |
| **Content Distribution Processes** |  |

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| **Part 5: Guidelines for Content Strategy Execution** | |
| **Develop Guidelines** |  |