



FOR YOU  
WITH YOU



Learn what you love

# LEARN ABOUT PSYCHOLOGY

**REGISTER NOW**

[www.ulearn-edu.com](http://www.ulearn-edu.com)

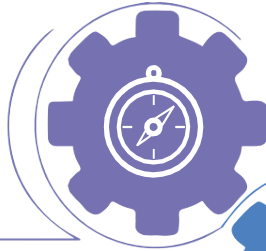
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# 9 in 1 Program

## Training

23 hours of Live Online Interactive Classroom Sessions



## Projects

Facility to undergo various Hands-on Projects for Practical learning of the Course



## Internship

Internship Assistance to gain practical experience of the learnings



## Hands on Experience

We believe in “practice makes us perfect”. And you will undergo the same.



## Certification

Distinguish your profile with the Course Completion Certification and showcase expertise



## E-Learning Access

With abundant tools and techniques, video content, assessments, and more



## Bootcamps

We will provide the access to join our Upcoming Bootcamps for next 12 months



## Job Ready

We upskill you with all the required skills and makes you ready for job



## Certification Ready

Our Courses makes you ready for respective certification exams and Proficiency tests





## Key Features



## Course Curriculum

<b>Course Introduction</b>
Definition and Importance to Content Writing
<b>Types of Content Writing</b>
Logs- Website - social media - Journals - News Writing - Magazine
<b>Types of jobs related to Content Writing</b>
Text authors - Media authors (audio, video) - Editors - Translators - Technical writers - Instructional designers -Trainers - Analysts - Journalists
<b>Content Writing Authoring and Editing Tools</b>
HTML - CCS2 - Hemingway - Google Docs - Cityscapes - Word Counter - Readable
<b>Career Opportunities in Content Writing</b>
In-house projects - Freelance writing - Content marketing -
<b>Writing Techniques and Strategies</b>
Developing writing skills - Content Research - Audience Analyses
<b>Effort Estimation</b>
Effort Estimation
<b>Doc Plan</b>
Capture new features - Doc Impact platforms - Doc Plan Approval
<b>Information Gathering</b>
Confluence and Wiki Pages - Refer to Competitor's Product -
<b>Content Creation Process</b>
Planning and researching - Organizing and outlining - Drafting and revising, Editing and proofreading
<b>Writing Style and Tone</b>
Sentence structure and syntax - Tone and style-Flowerly Language - Content Readability
<b>Grammar and Style</b>
Sentence - Voice- Tense - Parallelism - Active vs Passive Voices
<b>General Content Writing Usage Guidelines</b>
For Website UI Elements - Common UI verbs - Keyboard Terms and so on
<b>Graphics and Visuals</b>
Design Principles of Graphics, Images, and Videos - Types of visuals (photos, Videos, tables, charts, and graphs) - Inserting Photos and Videos
<b>Content Design</b>
Content Layout and Format - Typography - Use of colour (heading, sub-heading, para text content and so on) - Accessibility considerations
<b>Content Review Process</b>
Self-Review - Peer Review- SMEs' Review - Marketing Team Review and so on
<b>Content Management Tools</b>
Astoria - AEM and so on
<b>Project Management</b>
Managing Content Writing Projects - Collaborating with SMEs
<b>Content Writing Challenges</b>
Meeting Deadlines - Maintaining Consistency of Content - Search Engine Optimization - Complete Understanding of the Audiences
<b>Current Trends in Content Writing</b>
Interactive Content - Video Content - Voice Search Optimization -
<b>Content Localization</b>
Language Translation Overview - Collaborate with Experienced Service Providers - Adapting to Localization Regulations - Follow best practices
<b>Legal and Ethical Considerations</b>
Copyright and fair use - Disclosures and endorsements - Ethical guidelines for content creation and distribution
<b>RE-CAP</b>
Final RE-CAP & CONSOLIDATION OF ALL TOPICS





Live Projects	Live Projects are carried out during the training tenure to develop experiential learning for the participants. This helps in a better understanding of the concepts and gain in-depth practical insight
Unique Pedagogy	Uses a mix of techniques aligned to our unique G.C.A.O. pedagogy. This enables participants to derive focused-action-oriented outcome from the training
End-to-End Engagement	Participants will be engaged throughout the training through reverse presentations, group activities, brainstorming



## Certification Process

1

### Counselling

Consult one of the counselors and get into the Right Batch.  
Register yourself for the Training Course that suits your interest

2

### Attend the Training

Attend the Instructor-Led Sessions of the Chosen Training Course and get your Course Completion Certification.  
Go Through the Recorded Sessions, in case you missed any topic or training

3

### Submission of Projects Assigned

Submit the Hand-on Projects assigned during the training to the trainers for Assessment and Certification

4

### Complete the Training Course

Post Completion of the training, get Course Completion Certification of the attended Training Course from ULearn & ISA University of CU Denver in front of your name.  
Post it on social media and apply for internship, jobs, and Freelancing Projects

## C E R T I F I C A T E



OF PARTICIPATION

This certificate is presented to:

**NAME**

has successfully completed the ULearn

**Spoken English Course**

in June 2023. We wish you all the best for your future endeavors.

  
KOSHWITHA REDDY B  
CPO ULEARN

  
what you love

powered by



University of Colorado Denver



## Career Benefits

Brush up your knowledge in  
**Chosen Course** & harness **Skills**

Get **Promoted** in current profile  
with most in-demand skill

Earn a Rewarding Certification of  
**the training course**

Support a **Startup** with high ROI

01

Rise your career with **Advanced Training Skills**  
and move ahead in your career

02

Transform your career after learning  
different segments of **Course Skills**

03

04

Distinguish your profile from peers  
during **Job Interviews**

05

06

Improve **CV & LinkedIn Profile** with  
professional development

07

08

Excel your career in **Creating Presentation**  
and achieve your goals

09

*"Spreading knowledge in a range of disciplines and fields, delivering quality higher education at all levels, serving national needs, and furthering international public interest." - **Financial Express***

## About ULearn





ULearn is an edu-tech platform that offers a personalized learning platform. At ULearn, we are driven by a passion for transforming education and empowering learners to unlock their full potential. We believe that everyone, regardless of their location or background, should have access to quality education.

## ULearn Vision & Mission

At ULearn, we believe that education should be accessible to all. That's why we have made affordability and flexibility a cornerstone of our platform. What sets us apart is our commitment to delivering a comprehensive learning experience. We offer a wide range of courses and programs that cater to diverse interests and skill levels. Whether you're a student seeking academic support, a professional looking to upskill, or an individual eager to explore new subjects, we have something for you.

We believe that knowledge has the power to change lives. We strive to create a dynamic and inclusive learning environment that inspires curiosity, fosters critical thinking, and encourages lifelong learning. Our commitment to excellence ensures that you receive the highest quality education and gain practical skills that are relevant in today's rapidly evolving world.

Our platform boasts interactive lessons, engaging multimedia content, and collaborative learning tools that enhance the learning journey. We understand that every learner is unique, and that's why we prioritize personalized learning experiences. We take pride in our passionate and qualified instructors who bring their expertise and industry insights into the virtual classroom. They are dedicated to nurturing a supportive and interactive learning community, where learners can connect, share ideas, and collaborate on projects.

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