

Content Development Estimate for E-Learning Website

To: Karifest Duchess Onyekaah Rita Esq.
The AMAN ACADEMY

From: Hembah McTerence

Date: 23rd March, 2025

Subject: Proposal & Cost Estimate for E-Learning Content Development

Dear Karifest Duchess Onyekaah Rita Esq.

Thank you for considering me for the content development of your e-learning platform. I am pleased to provide an estimate for generating high-quality, well-structured course content covering the specified topics.

Scope of Work

This estimate covers content development for:

- Core course coverage in **Music, Film, and Media Business**
- General courses that run across the three core programs:
 - 1) Introduction Communication
 - 2) Intellectual Property Law
 - 3) Introduction to Marketing 101
 - 4) Advertising and Digital Innovation Management
 - 5) Ethics and Professional Conduct Practice in Entertainment
 - 6) Project Planning and Management Essentials
- Up to **6 more courses**, including key industry topics related to the creative sector
- Well-structured modules with key concepts, case studies, and practical insights
- General content for the website
- **Note:** This estimate does not include voice-over narration or video creation.
- **5 revisions per course**
- **80-90% unique content delivery**

Cost Estimate (Estimate Attached)

Total Cost for Content Development: ₦1,200,000

Delivery Timeline

The estimated timeline for completion will be discussed further based on project commencement and specific course requirements.

Please let me know if you would like to proceed or if you have any adjustments to the scope. I look forward to working with The AMAN ACADEMY on this exciting project!

Best regards,
Hembah McTerence