
**INSTITUTE FOR THE
ADVANCEMENT OF
JOURNALISM**

●

Creative Writing & Editing for Corporate Publications

Course Outline

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INTRODUCTION

This practical course is essential for professionals involved in corporate publication writing, spanning from directors to media liaison personnel across public and private sectors and civil society organisations. Tailored for individuals crafting corporate publications and in-house newsletters, this programme offers specialised coaching to cater to niche markets. Participants will learn to infuse vitality into typically mundane in-house material, transforming them into dynamic organisational assets.

During the workshop, attendees are encouraged to bring their corporate newsletters and in-house publications for analysis. Furthermore, they will engage in assignments throughout the programme to reinforce their learning and apply newly acquired skills effectively.

How you will learn

The course focuses on the individual learners. There are group learning sessions, but most learning happens on your own, as you apply your skills in the real world. The course is designed for both distance and contact learning, following the virtual classroom model. Learning is constantly assessed, and special attention is available for learners who experience difficulties.

Course Duration

Five days full time.
Face-to Face or
Online

Certification

All successful delegates will receive a certificate of completion.

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COURSE OUTCOMES

- Edit written work to fit the readership of a publication
- Understand the difference between creative and functional writing
- Write different types of media release, including social media releases
- Understand and apply creative design principles
- Write and manage content for websites
- Develop a keen ‘nose for news” within a corporate environment
- Understand simple methods to brainstorm ideas
- Find a story – even within the most technical or complex of issues
- Understand effective research techniques
- Understand the “human” component
- Know how to create corporate profiles: the people behind the issues
- Structure articles for maximum effect
- Have key edit techniques
- Understand the role of the copy editor and proof reader
- Understand the target audience
- Proof reading problem areas and tools and tricks for
- Effective proofreading
- Know proofreading conventions and marks
- Be able to formulate and work with a style guide



Who should participate

- Communication specialists
- Content creators
- Public relations officers
- Corporate writers
- Editors
- Business analysts

Group Training: Courses may be designed to clients brief and set objectives

**Kindly note the course briefs are IAJ's intellectual property.*