



## Certification Overview

### Content + Data Science Level I (Content Analysis): Complete 6

*Introduction course includes 1 module and 1 quiz (1-2 hours).*

*Other courses include at least 3 modules, 1 ILT\*, 2 assignments, and 1 exam (4-6 hours).*

Course Name	ILT?*	Exam?
Introduction to Content and Data Science	no	no
Content Auditing	yes	yes
Content Evaluation and Measurement Methods	yes	yes
Content Analytics	yes	yes
Competitive Content Analysis	yes	yes
Planning a Content Intelligence System	yes	yes

### Content + Data Science Level II (Content Analysis): Complete 4

*Introduction course includes 1 module and 1 quiz (1-2 hours).*

*Other courses include at least 3 modules, 1 ILT\*, 2 assignments, and 1 exam (4-6 hours).*

Course Name	ILT?*	Exam?
Introduction to Content and Data Science Level II	no	no
Advanced Content Auditing	yes	yes
Advanced Content Testing + Optimization	yes	yes
Advanced Content Analytics	yes	yes
Advanced Reporting Methods	yes	yes



## Content Strategy: Complete 6

*Introduction course includes 1 module and 1 quiz (1-2 hours).*

*Other courses include at least 3 modules, 1 ILT\*, 2 assignments, and 1 exam (4-6 hours).*

Course Name	ILT?*	Exam?
Introduction to Content Strategy	no	no
Content Auditing	yes	yes
User Journeys That Work for Content	yes	yes
Cultivating a Content Vision + Planning a Roadmap	yes	yes
Editorial + Experience Strategy	yes	yes
Distribution + Promotion Strategy	yes	yes
Elements of Effective Content Governance	yes	yes

\*ILT = instructor-led live session is included. ILTs are conducted remotely. If an enrollee cannot attend the live session, he or she can use the recording.

## Content Design Level I: Complete 5

*Introduction course includes 1 module and 1 quiz (1-2 hours).*

*Other courses include at least 3 modules, 1 ILT\*, 2 assignments, and 1 exam (4-6 hours).*

Course Name	ILT?*	Exam?
Introduction to Content Design	no	no
User Journeys That Work for Content	yes	yes
Mastering Microcopy	yes	yes
Conversation Design	yes	yes
Influential Digital Content	yes	yes
Planning Wow Moments	yes	yes



## Content Design Level II: Complete 4

Introduction course includes 1 module and 1 quiz (1-2 hours).

Other courses include at least 3 modules, 1 ILT\*, 2 assignments, and 1 exam (4-6 hours).

Course Name	ILT?*	Exam?
Introduction to Content Design Level II	no	no
Interactive Content Design	yes	yes
Advanced Conversation Design	yes	yes
Designing for Dynamic Screens + Experiences	yes	yes

## Content Engineering: Complete 5

Introduction course includes 1 module and 1 quiz (1-2 hours).

Other courses include at least 3 modules, 1 ILT\*, 2 assignments, and 1 exam (4-6 hours).

Course Name	ILT?*	Exam?
Introduction to Content Engineering	no	no
Setting Up a Content Production Process	yes	yes
Modeling Content Types for a CMS	yes	yes
Preparing Content for Migration	yes	yes
Planning Content Personalization <i>Addresses personalized experience more in-depth</i>	yes	yes
Advances in Content Automation <i>Includes machine learning and artificial intelligence</i>	yes	yes

## Content Marketing: Complete 6

Introduction course includes 1 module and 1 quiz (1-2 hours).

Other courses include at least 3 modules, 1 ILT\*, 2 assignments, and 1 exam (4-6 hours).

Course Name	ILT?*	Exam?
Introduction to Content Marketing	no	no
Unique Brand Storytelling	yes	yes



Growing a Digital Content Audience	yes	yes
Planning and Using an Editorial Calendar	yes	yes
Influential Digital Content	yes	yes
Setting Up a Content Production Process	yes	yes
Running an Effective Enewsletter	yes	yes
Social Media Monitoring and Response	yes	yes

### Content Leadership Level I: Complete 4

Introduction course includes 1 module and 1 quiz (1-2 hours).

Other courses include at least 3 modules, 1 ILT\*, 2 assignments, and 1 exam (4-6 hours).

Course Name	ILT?*	Exam?
Introduction to Content Leadership	no	no
Cultivating Content Vision	yes	yes
Understanding Content Maturity and Capacity	yes	yes
Bridging Silos and Aligning Stakeholders	yes	yes
Elements of Effective Governance	yes	yes
Positioning, Building, and Managing Content Teams	yes	yes

\*ILT = instructor-led live session is included. ILTs are conducted remotely. If an enrollee cannot attend the live session, he or she can use the recording.

### Scope Options + Notes

- **Number of certifications**
- **Number of people enrolled in each certification**
- **Course participants keep access to materials for 12 months from date they start course**



## **Opportunities to Customize**

- Changing number of courses required within a certification
- Making a specific course required
- Specifying order of courses
- Setting specific start – end dates
- Changing exam pass requirement (currently 80%)
- Customizing certificate look and feel
- Incorporating examples or guides specific to your organization in assignments or ILTs
- Incorporating guides, communications, or similar items specific to your organization as resources

## **How It Works**

1. You provide a list or matrix of participants by certification.
2. Content Science sets up accounts and enrolls participants in appropriate certifications with appropriate parameters.
3. Participants will receive an email prompting them to confirm their accounts.
4. Participants can log in anytime to <http://academy.content-science.com> to access their courses, track progress, or contact us.
5. Depending on whether specific start – end dates are set, Content Science can set reminders to complete courses.