



Certification Overview

Content Analysis + Strategy: Complete 5

Introduction course includes 1 module and 1 assignment.

Other courses include at least 3 modules and 1 assignment.

Course Name

- Introduction to Content Strategy
- Content Auditing
- User Journeys That Work for Content
- Competitive Content Analysis
- Content Analytics

Content Design + UX Writing: Complete 4

Introduction course includes 1 module and 1 assignment.

Other courses include at least 3 modules and 1 assignment.

Course Name

- Introduction to Content Design
- User Journeys for Content Design
- Content Analytics for Content Design
- Mastering Microcopy

Content Engineering: Complete 4

Introduction course includes 1 module and 1 assignment.

Other courses include at least 3 modules and 1 assignment.

Course Name

- Introduction to Content Engineering
- Automating Content Workflow
- Content Automation + Artificial Intelligence
- Content Personalization



Content Marketing: Complete 5

Introduction course includes 1 module and 1 assignment.

Other courses include at least 3 modules and 1 assignment.

Course Name

- Introduction to Content Marketing
- Brand Storytelling
- Growing an Audience
- Running an Effective E-Newsletter
- Using an Editorial Calendar

Content Leadership: Complete 5

Introduction course includes 1 module and 1 assignment.

Other courses include at least 3 modules and 1 assignment.

Course Name

- Introduction to Content Leadership
- Bridging Silos and Aligning Stakeholders
- Content Leadership + Operations Research
- Cultivating a Content Vision
- Understanding Content Maturity and Capacity

ContentWRX Essentials: Complete 4

Introduction course includes 1 module and 1 assignment.

Other courses include at least 3 modules and 1 assignment.

Course Name

- Introduction to ContentWRX
- Setting Up a ContentWRX Evaluation
- Understanding a ContentWRX Report
- Advanced Analysis + Reporting with ContentWRX Data



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 for Enterprises

- 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
- 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.