

# BLOGGING FOR BUSINESS - NC CERTIFICATE OF COMPLETION

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The key to great blogging is to share valuable insight and information with the world. If a blog does this well, it can become a trusted source of information for the company's customers. These courses take students through the planning process of creating a blog as part of a business marketing strategy, from defining the blog's goals and target audience, to creating high quality content, through the publication of the blog and use of success measurement tools. The courses also show how to find a content niche, and how to make technology decisions. Throughout the courses you are presented with key decisions and best practices to build a blog and its presence online.

Code	Title	Units
CMPW NC080	Setting Up A Blog	0
CMPW NC081	Create Compelling Content	0

## Learning Outcomes

1. Explain the advantages and disadvantages of the different blogging software and hosting options
2. Create a blog that supports a particular business' marketing strategy
3. Analyze effectiveness of a variety of content styles
4. Create content that is relevant and valuable to the defined target audience