

MARKETING & COMMUNICATION | COURSE BROCHURE

Copywriting for Business

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Clear, persuasive copy turns readers into customers. This practical course teaches business copywriting for websites, emails, adverts, brochures and social media: understanding the reader, headlines, benefits over features, structure, tone of voice, calls to action and editing for clarity.

Good copy sells; vague copy wastes marketing budgets. You will learn techniques to write copy that gets results.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Writing exercises with feedback, before-and-after rewrites, headline workshops and peer review.

Course objectives

By the end of this course, participants will be able to:
• Understand reader motivations
• Write compelling headlines
• Turn features into benefits
• Structure persuasive copy
• Adapt tone of voice to brands and channels
• Edit copy for clarity and impact

Target audience

This course is suitable for:
• Marketing and communication staff
• Content creators
• Sales professionals
• Business owners
• PR officers



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Target competencies

Participants will develop competencies in:

- Persuasive writing
- Headline writing
- Benefit framing
- Tone of voice
- Editing

Course outline

Day 1: Copywriting Basics

09:00–10:08	What good copy does
10:08–11:00	Reader focus
11:00–11:30	**Coffee break**
11:30–11:45	Reader focus (continued)
11:45–12:53	Research
12:53–14:00	Exercise

Day 2: Headlines and Hooks

09:00–10:08	Headline formulas
10:08–11:00	Openings
11:00–11:30	**Coffee break**
11:30–11:45	Openings (continued)
11:45–12:53	Testing
12:53–14:00	Workshop

Day 3: Persuasion

09:00–10:08	Features to benefits
10:08–11:00	Proof and credibility
11:00–11:30	**Coffee break**



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11:30–11:45	Proof and credibility (continued)
11:45–12:53	Calls to action
12:53–14:00	Exercise

Day 4: Channels

09:00–10:08	Web, email and social copy
10:08–11:00	Adverts
11:00–11:30	**Coffee break**
11:30–11:45	Adverts (continued)
11:45–12:53	Brochures
12:53–14:00	Rewrite clinic

Day 5: Editing

09:00–10:08	Clarity and brevity
10:08–11:00	Tone consistency
11:00–11:30	**Coffee break**
11:30–11:45	Tone consistency (continued)
11:45–12:53	Peer review
12:53–14:00	Final portfolio

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,890.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
Barcelona Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,840.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Rome Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,450.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Vienna Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,940.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Barcelona Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,840.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Cape Town Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,890.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Dubai Confirmed dates	5 Apr 2027	9 Apr 2027	**€3,150.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Paris Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,860.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
Rome Confirmed dates	10 May 2027	14 May 2027	**€2,450.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	31 May 2027	4 Jun 2027	**€2,650.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
Cape Town Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,890.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Dubai Confirmed dates	12 Jul 2027	16 Jul 2027	**€3,150.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,450.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
London Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Amsterdam Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,540.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Istanbul Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,650.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Rome Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,450.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Dubai Confirmed dates	8 Nov 2027	12 Nov 2027	**€3,150.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,940.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
London Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,450.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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