ASSUMPTION UNIVERSITY
THEODORE MARIA SCHOOL OF ARTS
ENGLISH-CHINESE FOR DIGITAL COMMUNICATION PROGRAM
COURSE OUTLINE 2/2026

COURSE	:	**ECD3932** MEDIA CONTENT WRITING
CREDIT		3
STATUS	:	Major Requirement
PREREQUISITE	:	ELE2000: Academic English
LECTURER	:	Dr.Rusma K (Office: SR341)

COURSE DESCRIPTION:
Advanced skills in digital content writing that involves writing, developing, editing, and publishing content and copy for a variety of platforms, including websites, blogs, videos, email marketing campaigns, social media posts, infographics, and more.

COURSE OBJECTIVES:
This course aims to provide the following:
1. Discover a strategic approach to Content Writing for their own website or for others.
2. Understand the different types of Content Writing.
3. Learn how to outline articles rapidly and thoroughly.
4. Know the best approach to writing at high quality and speed.

COURSE LEARNING OUTCOMES:
Students will be able to:
Develop core content writing, copywriting, and content marketing concepts.
2. Identify and apply knowledge of different types of content writing.
3. Outline articles quickly and thoroughly to enhance writing efficiency.
4. Write high-quality content with speed and effectiveness to engage readers.

MATERIALS:
Compiled Handouts

TEACHING – LEARNING ACTIVITIES:
1. Lecture
2. Class/Group Discussions
3. Individual/Group Presentations
4. Assignments

COURSE REQUIREMENT:
* 80% of attendance is required to pass the course. (Maximum absence = 6 times)
* The minimum passing grade is **C**.

Week	Content	Remarks
1	Overview of Digital Content Writing	
	Importance of Writing for Online Platforms	
2	Types of Content (Blogs, Social Media, Email, etc.)	
	Choosing the Right Platform for Content	
3	Identifying and Understanding Target Audiences	
	Developing a Strategic Content Plan	
4	Introduction to SEO Concepts	
	Keyword Research and Integration	
5	Writing Attention-Grabbing Headlines	
	Creating Persuasive Call-to-Actions	
6	Writing Effective Website Copy	
	Crafting Informative and Engaging Blog Posts	
7	Best Practices for Email Copywriting	
	Writing Subject Lines and Body Text	
8	Presentation *Creating a Digital Content Plan for a Small Business*	
	Presentation cont.	
Midterm		
9	Writing Short, Impactful Social Media Posts	
	Adapting Content for Different Social Platforms	
10	Combining Visuals and Text for Storytelling	
	Basics of Infographic Design	
11	Tools and Techniques for Editing	
	Tips for Polishing Final Drafts	
12	On-Page SEO Techniques	
	Writing Meta Descriptions and Tags	
13	Basics of Using WordPress	
	Formatting and Publishing Content Effectively	
14	Presentation of Blog or Website Content	
	Peer Feedback and Discussion	
15	Project Presentation *Platform Adaptation*	
	Final Revision	
Final Examination		

MARK ALLOCATION:

Class attendance and participation	100 marks
Assignments and projects	500 marks
Midterm examination	200 marks
Final examination	200 marks
Total	**1000 marks**

Grade Range (%)	
A	85-100
A-	82-84
B+	79-81
B	73-78
B-	70-72
C+	67-69
C	60-66
C-	57-59
D	50-56
F	Below 50

Au VISION 2000

Assumption University of Thailand envisions itself as:

- an international community of scholars,
- enlivened by Christian inspiration,
- engaged in the pursuit of Truth and Knowledge,
- serving human society, especially through the creative use of interdisciplinary approaches and cyber technology.

ENVISIONING Au GRADUATES

Assumption University of Thailand envisions its graduates as:

- healthy and open-minded persons, characterized by personal integrity, an independent mind, and positive thinking,
- professionally competent, willing to exercise responsible leadership for economic progress in a just society,
- able to communicate effectively with people from other nations and to participate in globalization.

AU MISSION

Assumption University, an International Catholic University, is committed to be the light that leads learners and its stakeholders from all parts of the world towards wisdom, Truth, and Christian values and to discover "Treasure Within" themselves. Via effective teaching and research pedagogies of international standards as well as community engagement, the University aims to form individuals to be intellectually competent, morally sound, and spiritually enriching, accountable, righteous, and service-minded citizens; excelling in serving communities comprising of diverse cultures.

Au UNIQUENESS

"An International Catholic University"

Au IDENTITY

- Ethics
- English Proficiency
- Entrepreneurial Spirit

THEODORE MARIA SCHOOL OF ARTS
(www.arts.au.edu)
VISION AND MISSION

Vision: An international community of business communicators in Thailand

Mission:
Theodore Maria School of Arts will ensure that: the School will…
1. Enhance business language skills
2. Promote cultural awareness
3. Foster academic networking
4. Encourage ethical standards and practices

TAGLINE

เติมเต็มศิลป์ภาษา พัฒนาศาสตร์ธุรกิจ

Language Education, Business Inspiration

ARTS ORGANIZATIONAL CULTURE: More than faculty, we are family

- Open communication
- Mentoring system
- Dedication
- Caring
- Teamwork
- Commitment
- Resource sharing

Core Values

A = Adaptability
R = Responsibility
T = Togetherness
S = Sustainability

Core Competencies

Employability
Multiculturalism
Internationalization

Quality Assurance Process

Students should understand and apply the Quality Assurance Process in their study. The Plan-Do-Check-Act Cycle (PDCA) provides an easy but effective approach for problem solving and managing change, ensuring that ideas are appropriately tested before the full implementation. It can be used in all sorts of situations and can be clarified as follows:

Plan: Define the current problem, process, and issue and establish objectives and processes required to deliver the desired results.
Do: Implement the plans and new processes developed.
Check: Monitor and evaluate the implemented process by testing the results against the predetermined objectives.
Act: Apply actions necessary for improvement if the results require changes.

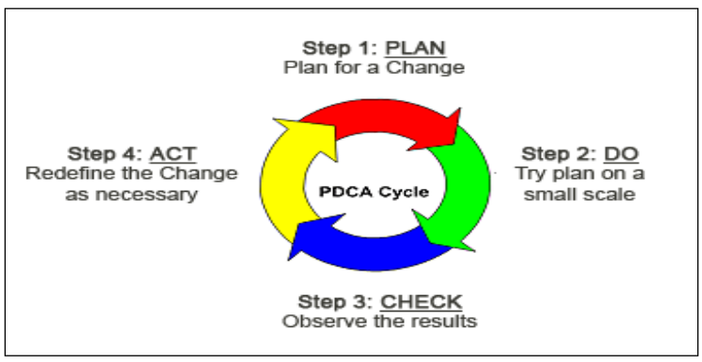


Figure 1: PDCA Cycle (http://www.swopehealth.org)

Plagiarism

Plagiarism is a serious academic offence, a serious breach of ethical conduct and is unacceptable student behavior. Students who plagiarize copying words or ideas without acknowledging the original writer of the words or ideas, will face disciplinary action. This will range from receiving an “F” in the subject to university suspension.