

# Video for Business



## course outline

**This course walks you through the technical aspects you need to know to create professional business videos and to understand how video content fits into the wider marketing mix.**

### IS THIS COURSE FOR YOU?

This course is well suited to PAs, EAs, Social Media Coordinators, Marketing Assistants, entrepreneurs, and anyone involved in PR, event management, and promotion.

Video marketing know-how is a valuable skill for any marketing professional or anyone involved in promoting a company online.

### ABOUT THE COURSE

The course has been created to show you that professional videos for your business are within reach. You no longer need a huge budget and a team of experts to be able to create corporate or marketing videos for your company.

Now you can do it! This short course walks you through the technical aspects you need to know. And it shows you how to use video in business and how video fits into the wider marketing mix.

### AIMS AND OBJECTIVES

Taking you through step by step, the course will introduce you to the process of creating videos and help you feel confident and excited about the opportunities that lie ahead.

By the end of the course, you'll be able to see how you can create a professional video for your business on a budget, and you'll understand how to get the most from technology and how to ensure what you've created reaches a wide audience.

### PRE-REQUISITES

None

### CAREER PATH

This course could lead to a rewarding career in digital media. Roles such as Video Editor, Marketing Coordinator, Digital Marketing Specialist, Content Producer, and Videographer are all possibilities that you could aspire to.

### COURSE CONTENT

- Module 1** - Video for Marketing
- Module 2** - Principles of Video Capture
- Module 3** - How to Create Video
- Module 4** - How to Edit Video
- Module 5** - Publishing Options
- Module 6** - Measuring Success

You'll learn how to:

- Create a great video with the right equipment
- Capture sound and lighting for professional results
- Use framing and create strong compositions
- Convert and edit video files with clickable links
- Publish and distribute your video on multiple platforms
- Report on your success with analytics

As a result you'll be able to create, edit, distribute and monitor the success of the videos you produce. You'll also understand how to reach new audiences through video.

### COURSE DURATION

19 hours. This will vary from individual to individual based on prior knowledge and ability.



### CPD POINTS: 19

CPD points awarded upon successful completion.



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for 180 years.

