

FULL CURRICULUM • 2026

Copywriting

Write words that sell. It's a skill that never stops paying.

Every module, every lesson — the complete syllabus, end to end.

11

MODULES

108

LESSONS

3

MONTHS

₹12,500

FULL PROGRAMME

What this course covers

1

Level 1 • Beginner

Copywriting For Newbies • Intermediate Skills Sharpening • Expert-Level Excellence

1 month • 3 modules • 33 lessons • ₹3,000

2

Level 2 • Intermediate

The Idea Decoder Ring • Web Copywriting 101 • E-Commerce Edge

1 month • 4 modules • 45 lessons • ₹4,000

3

Level 3 • Advanced

Scriptwriting Secrets • Case Study Clinic • Future-Proof Your Career

1 month • 4 modules • 30 lessons • ₹5,500

The whole journey

This is the complete syllabus for Copywriting — 11 modules and 108 lessons, in the order you will learn them. The level markers show how far each stage carries you, but the curriculum runs as one continuous path from the first lesson to the last.

1

LEVEL 1

Beginner

Copywriting For Newbies · Intermediate Skills Sharpening · Expert-Level Excellence

1 month · 3 modules · 33 lessons · ₹3,000



1. Copywriting For Newbies

9 lessons

- Copywriting Defined
- Copywriting Types
- Niches & Know-Hows
- Putting People Before Products
- CopyVSContent
- 10Questions
- DigDeeper
- Writing For Humans, Not Buyers
- Assignment 1



2. Intermediate Skills Sharpening

13 lessons

- What Levels Up Your Craft_
- Crafting Click-Worthy Titles
- Techniques For Endless Ideas
- Subject Line Sorcery
- Short Form Content Hooks
- Words That Rule Paid Media
- Writing Words For Scrollers
- Science of Social Media
- Hero, Hub And Hygiene
- Ask Those Unignorable Questions
- Paint Your Words In Story
- Oops-Proof Guide To Write
- Assignment



3. Expert-Level Excellence

11 lessons

- Advanced Tactics For Improving Copy
- Sales Pitch Powerplays
- Highlighting Missed Opportunities
- Bridging The Gap
- Facts That Dominate
- Differentiate Like A Pro
- Outcome Obsession
- Feedback Fireproofing
- Pro Tips & Hacks
- Smooth Sailing For Skimmers
- Resource Roundup

Intermediate

The Idea Decoder Ring · Web Copywriting 101 · E-Commerce Edge

1 month · 4 modules · 45 lessons · ₹4,000

4. The Idea Decoder Ring

17 lessons

- Craftsmanship Of An Unforgettable Copy_
- Mining Insight From Data_
- Headline Vs. Visual
- One Message, One Copy_
- What Makes One Read
- Cutting Through The Chaos With Clarity
- Stories That Stick
- Moment Marketing_
- Emotional Anchors_
- Navigating Competitive Waters
- Post-Headline Precision
- Less Jargon, More Joy_
- Back Copy With Credibility
- When To Bend The Rules
- Visual Thinking
- Sharpening Sloppy Sentences
- The Grand Finale_

5. Web Copywriting 101

9 lessons

- Clicks, Conversions & Consumers_
- Landing Page That Lands Well
- Turning Traffic Into Trusted Viewers
- Magnetic Messaging Hacks
- Resolve Doubts Before They Arise
- Web Copy Blueprints
- Clause Commandments
- Irresistible Calls-To-Action
- Launch Day Checklist And Dry Run

6. E-Commerce Edge

8 lessons

- Sell Like A Digital Shopkeeper
- Product Page Spotlight
- Guiding Eyes To “Add To Cart”
- Titles That Ensure Takeaways
- Descriptions That Do The Heavy Lifting_
- Anticipate The “But...”_
- Positioning Deals They Can’t Refuse_
- Persuasion In Limited Characters_

7. Social Media Savvy

11 lessons

- The Viral Motive
- Platform Playbook
- Anatomy Of A Killer Image-Caption Duo
- Caption Conquest
- Researching Trends, Tribes & Taboos
- What Makes Audiences Interact_
- Professionalism Over Memes
- Analytics To Action
- Keeping Up With Hashtags & Keywords
- Aligning Copy With KPIs
- Rules Vs. Aesthetics

Advanced

Scriptwriting Secrets · Case Study Clinic · Future-Proof Your Career

1 month · 4 modules · 30 lessons · ₹5,500

- **8. Scriptwriting Secrets** 10 lessons
 - Building That Screen-Ready Scripts
 - TVCs, DVCs, Shorts, Reels & Beyond
 - The Hook Magic
 - Scripting For Heart Dominance
 - Scene-Stealing Essentials
 - Visual Blueprints
 - Narration Nuance
 - Edit Like A Pro
 - Scriptwriter's Toolkit
 - Script bonus
- **9. Case Study Clinic** 10 lessons
 - Learn From Legendary Brands
 - Case Study From Classics Campaigns
 - Mapping Their Journey
 - Defining Your Company's Compass
 - Situation Dissection
 - Goals That Guide
 - Fixing Problems With Flair
 - Showcasing Wins (Big & Small)
 - The Extra Mile
 - Summarise With Sparkle
- **10. Future-Proof Your Career** 9 lessons
 - To 2025 & Beyond_ Thrive In This AI Age
 - Idea.AI_ Future-Proofing Your Creative Process
 - Discover Your Thriving Copy Zone
 - Skill Sculpting
 - Banish Blunders
 - Plot Your Growth Path
 - Be an AI Ally, Not AI Dependent
 - Marketing Yourself As A Copywriting Asset
 - Keep Learning
- **11. Final Message from Instructor** 1 lessons
 - Final message

Certificates & what comes next

You receive a certificate at the end of every level you finish. Join for a single level or the full programme — the choice is yours. Learners who stand out may be invited to work on live client projects as interns; these places are merit-based, limited, and depend on projects being available.