



QUALITY LICENCE SCHEME

ABC Awards & Certa Awards

Certificate of Achievement

This is to certify that

Caren Launus-Gamble

Has successfully completed the course titled

Copywriting Course Level 4

This achievement included successful completion of the
units detailed on the Learner Unit Summary.

Date Issued: 2 April 2019
Provider No: 01319
Course No: QLS-03586
Learner No: 1560452



Paul Eeles
Chief Executive
Skills and Education
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Learner Unit Summary

Caren Launus-Gamble

has successfully completed the following units of the course entitled

Copywriting Course Level 4

Units Achieved

- 01 Copywriting Basics
- 02 Copy Presentation
- 03 Researching Your Subject
- 04 Terminology
- 05 Industry Codes of Practice
- 06 How to Write Great Copy
- 07 Effective Headings
- 08 Advertising Content
- 09 Direct Mail and Email
- 10 Press Releases
- 11 Press Advertisements
- 12 Sales and Promotions
- 13 Leaflets and Brochures
- 14 SEO Articles
- 15 Social Media and Blogs
- 16 Pay Per Clicks Ads
- 17 Newsletters



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Learner Unit Summary

Caren Launus-Gamble

has successfully completed the following units of the course entitled

Copywriting Course Level 4

Units Achieved

- 18 Brand Names and Sales Presentations
- 19 Finding Work



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