



AI CONTENT CREATION

RESEARCH . DRAFTING . EDITING
BRAND VOICE . FACT CHECK
REPURPOSING . PUBLISHING

DURATION

35 Hours

LEVEL

**Beginner to
Intermediate**

MODULES

8

MODE

**Classroom •
Online • Hybrid**

01 COURSE OVERVIEW

A production course on using AI to research, draft, edit and repurpose content at a professional standard. The course builds a repeatable pipeline: brief, research, outline, draft, edit, fact check, publish. AI handles volume; the learner keeps judgement, voice and accuracy, with review steps written into every stage.

Learners produce a month of content across blog, email, social and video script formats.

WHO IT IS FOR

Content writers and marketers

Solo founders producing content

Agencies scaling output

Trainers and educators

PREREQUISITES

Comfortable writing in English. No technical background needed.

02 LEARNING OUTCOMES

01 Write briefs that produce usable AI drafts.

03 Research and verify facts before publishing.

05 Repurpose one asset into six formats.

07 Apply disclosure and originality standards.

02 Encode a brand voice into reusable instructions.

04 Edit AI drafts into publishable prose.

06 Build a content calendar and production pipeline.

01 AI CONTENT LANDSCAPE

Model strengths and limits

Cost and speed

Originality and plagiarism

Tool selection

Where AI fails

TOOLS

CHATGPT

CLAUDE

GEMINI

02 BRIEFS AND PROMPTS

Brief templates

Outline generation

Prompt libraries

Audience and intent

Constraint setting

PRACTICAL

PROMPT KIT

03 BRAND VOICE

Voice documentation

Do and do-not lists

Consistency checks

Sample-based tuning

Reading level

PRACTICAL

VOICE GUIDE

04 DRAFTING

Long-form articles

Email sequences

Video scripts

Landing page copy

Social posts

Product descriptions

PRACTICAL

DRAFT SET

05 EDITING AND FACT CHECKING

Structural editing

Claim verification

Statistic checks

Line editing

Source linking

Legal review points

06 REPURPOSING

One-to-many workflow

Carousel and thread formats

Localisation

Newsletter cuts

Video and audio scripts

PRACTICAL

REPURPOSING CHAIN

07 SEO AND DISTRIBUTION

Search intent

Internal links

Scheduling

Topic coverage

Publishing checklist

Performance review

08 GOVERNANCE AND WORKFLOW

Disclosure

Approval steps

Team playbook

Confidential data

Version control

PROJECT

ONE-MONTH CONTENT PIPELINE

04 ASSESSMENT & CERTIFICATION

Module assignments and labs

25%

Mini projects

20%

Internal assessments

15%

Final project and review

40%

CERTIFICATION

Learners who complete all modules, submit the final project and clear the review receive a course completion certificate from Kaizen Infinities Private Limited. Project work is documented for the learner's portfolio, and interview preparation is included in the closing sessions.

05 CAREER OUTCOMES

ROLES THIS PROGRAMME PREPARES FOR

CONTENT CREATOR

AI CONTENT SPECIALIST

CONTENT MARKETER

COPYWRITER

CONTENT OPERATIONS LEAD

CALL US

+91 73051 33996

EMAIL US

apply@kaizeninfinities.com

VISIT OUR WEBSITE

www.kaizeninfinities.com