



Outline For The Culture Trip Certificate Course Bar Ilan University, 2016

Background

[The Culture Trip](#), a one-stop, global website, showcasing the best of art, food, culture and travel for every country in the world, has created a specially tailored certificate course for English speaking and writing university students. Currently reaching over 2 million culture loving users around the globe, The Culture Trip is growing at an exponential rate due to its innovative content, growth hacking tactics and global community of writers. The Culture Trip is offering a semester-long certificate course for Bar Ilan students who are passionate about Israeli culture and are interested in gaining experience and exposure in the world of online journalism.

Course Objectives:

- The Culture Trip intends to provide students with hands on and behind-the-scenes insight, as well as practical tools, such as Social Media, Marketing, Growth-Hacking tips and Stylistic/Editorial guidance, in the field of online journalism.
- We believe the students will finish the course with skills they can apply either in future jobs, for writing out of personal interest online, or simply to put on their CV.
- We aim to provide measureable insight on and analytics on the student's work, which they can use for improvement and for future reference to potential employers.

Benefits for Students:

- Having their work published online, exposed to our vast global readership of over 2 million users, as well as 500,000 social media followers.
- Developing an established published portfolio as a writer or blogger.
- As soon as a student publishes 3 articles they will be profiled on the site as a regular contributor with links to all their work.
- They will also have the chance to be sent as Press to review events like art gallery openings, restaurants, museums, films and other perks (on the house), which is a great experience and provides students with very useful contacts of their own.
- After publishing 7 or more articles, a student is offered the chance to take on the role of Section Editor in a field of interest of their choosing.

Timeline and Structure:

As with the past Certificate Course, the session will take place on Friday mornings on Tel Aviv University Campus.

- *Application deadline:* February 23rd, 2016
- *Introductory Session and Writing Workshop:* February 26th, 2016
- *Editorial Insight Session:* TBD, likely March 18th
- *Social Media Marketing and Growth-Hacking:* TBD, likely April 8th
- *Feedback, Data- Analytics and Sum-Up:* TBD, likely May 6th

We will also provide an Optional Themed Tour in Tel Aviv, which will engage the writers with potential content, expand their contact networks and expose them to a side of the city they may not be familiar with yet. The Tour will likely take place in the end of May.

Student Responsibilities:

- Participants will be responsible for *3 submissions per month*, according to The Culture Trip's stylistic and editorial guidelines.
- Participants must work in cooperation with The Culture Trip's editors in an efficient and timely manner.
- Participants will attend all for the 4 certificate course sessions which will provide hands on training in the following four verticals:
 1. Writing (to get read)
 2. Editing
 3. Social media marketing
 4. Data analysis

For more information on the course, the content or The Culture Trip itself, please don't hesitate to get in touch at ruth.berber@theculturetrip.com or deborah.moher@theculturetrip.com!