

RICHARM CREATIVE HUB

COURSE CATALOGUE & FEE SCHEDULE

Practical skills for work, enterprise and the creative economy

Academic year	2026/2027
Programme range	16 practical short courses
Delivery options	Evening Weekend Intensive Corporate

One Hub. Many Possibilities.

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Learning at Richarm

Short, practical programmes designed to build usable skills and demonstrable work.

Our training approach

- Facilitator-led demonstrations and guided practice
- Real-world exercises, assignments and case studies
- A final practical project or portfolio piece
- Evening, weekend and intensive learning options
- Richarm Creative Hub certificate for successful learners
- Basic post-training guidance for career or business application

Who the programmes serve

Beginners, school leavers, entrepreneurs, freelancers, creators, office professionals, communication teams, supervisors and organisations seeking practical staff development.

Assessment

Component	Weight
Practical exercises	30%
Assignments or case studies	20%
Final practical project	40%
Participation and professionalism	10%

Certificate requirement: at least 60% overall and completion of the final practical project.

Media Production

Hands-on course profiles, outcomes and fees.

Video Editing

3 weeks | **Regular GH¢1,350** | **Launch GH¢1,200**

Course overview: Practical training in transforming raw footage into professional videos for interviews, social media, YouTube and corporate communication.

Ideal for: Aspiring editors, content creators, communication teams and business owners.

Learning outcomes

- Organise and manage video footage
- Edit interviews and short-form content
- Improve sound, colour and pacing
- Add titles, logos and graphics
- Export videos for broadcast and digital platforms

Media Production

Hands-on course profiles, outcomes and fees.

Photography and Videography

4 weeks | **Regular GH¢1,850** | **Launch GH¢1,650**

Course overview: Hands-on training in camera operation, lighting, composition and visual storytelling for events, businesses and digital platforms.

Ideal for: Beginners, aspiring photographers, content creators and event-media teams.

Learning outcomes

- Operate cameras confidently
- Apply composition and lighting principles
- Record clear, stable video
- Plan and execute a visual story
- Complete a practical photo/video production

Media Production

Hands-on course profiles, outcomes and fees.

TV, Radio and Digital Presentation

2 weeks | **Regular GH¢1,100** | **Launch GH¢950**

Course overview: Confidence and technical training for presenting programmes, conducting interviews, hosting podcasts and creating online content.

Ideal for: Aspiring presenters, journalists, hosts, spokespersons and content creators.

Learning outcomes

- Prepare scripts and programme notes
- Present confidently on camera and microphone
- Conduct structured interviews
- Apply vocal and body-language techniques
- Record a professional presentation sample

Media Production

Hands-on course profiles, outcomes and fees.

Practical Journalism

4 weeks | Regular GH¢1,450 | Launch GH¢1,300

Course overview: Practical instruction in news gathering, interviewing, writing, verification and multimedia reporting.

Ideal for: School leavers, aspiring journalists, bloggers, citizen reporters and communication officers.

Learning outcomes

- Identify and develop newsworthy stories
- Conduct and record interviews
- Write clear news and feature reports
- Verify information and sources
- Produce a publishable multimedia story

Design and Content

Hands-on course profiles, outcomes and fees.

Graphic Design

3 weeks | **Regular GH¢1,250** | **Launch GH¢1,100**

Course overview: Introduces the visual principles and digital tools used to create effective promotional and communication materials.

Ideal for: Beginners, entrepreneurs, administrative staff and social-media teams.

Learning outcomes

- Apply colour, typography and layout principles
- Create flyers, posters and social graphics
- Prepare simple brand materials
- Edit and export designs correctly
- Complete a campaign design set

Design and Content

Hands-on course profiles, outcomes and fees.

Infographics and Data Visualisation

2 weeks | Regular GH¢1,000 | Launch GH¢900

Course overview: Teaches learners to convert information and data into clear, attractive and understandable visuals.

Ideal for: Researchers, journalists, teachers, NGOs, communication teams and office professionals.

Learning outcomes

- Organise data for communication
- Select suitable chart and visual formats
- Design readable reports and dashboards
- Create compelling infographics
- Avoid misleading visual presentation

Design and Content

Hands-on course profiles, outcomes and fees.

Social Media and Content Creation

3 weeks | **Regular GH¢1,250** | **Launch GH¢1,100**

Course overview: Practical training in planning, producing and managing content across major social and digital platforms.

Ideal for: Entrepreneurs, creators, marketing teams, NGOs and small-business owners.

Learning outcomes

- Develop a content strategy and calendar
- Create posts, captions and short videos
- Adapt content for different platforms
- Schedule and manage publishing
- Measure and improve performance

Marketing and Communication

Hands-on course profiles, outcomes and fees.

Marketing

3 weeks | Regular GH¢1,450 | Launch GH¢1,300

Course overview: Introduces customer understanding, product development, pricing, distribution and promotion for modern organisations.

Ideal for: Entrepreneurs, sales staff, administrators, supervisors and working professionals.

Learning outcomes

- Conduct basic market research
- Define target customers and positioning
- Develop products and offers
- Select pricing and promotion approaches
- Prepare a practical marketing plan

Marketing and Communication

Hands-on course profiles, outcomes and fees.

Digital Marketing

3 weeks | **Regular GH¢1,600** | **Launch GH¢1,400**

Course overview: Covers contemporary methods for attracting, engaging and converting customers through online channels.

Ideal for: Business owners, marketers, freelancers, communication teams and content creators.

Learning outcomes

- Plan measurable digital campaigns
- Use social media and search channels
- Create conversion-focused content
- Build basic marketing funnels
- Interpret analytics and campaign results

Marketing and Communication

Hands-on course profiles, outcomes and fees.

Contemporary Advertising

3 weeks | Regular GH¢1,600 | Launch GH¢1,400

Course overview: Explores advertising strategy across traditional, digital, social and experiential platforms.

Ideal for: Aspiring advertising practitioners, business owners, designers and marketing teams.

Learning outcomes

- Translate business needs into a creative brief
- Develop campaign concepts
- Write persuasive advertising copy
- Select appropriate media channels
- Produce an integrated advertising campaign

Marketing and Communication

Hands-on course profiles, outcomes and fees.

Public Relations

4 weeks | Regular GH¢1,450 | Launch GH¢1,300

Course overview: Develops practical skills for managing reputation, media relations and organisational communication.

Ideal for: PR beginners, administrators, NGO staff, spokespersons and communication officers.

Learning outcomes

- Prepare press releases and media materials
- Plan a public-relations campaign
- Manage stakeholder communication
- Organise media engagement
- Respond to reputational challenges

Marketing and Communication

Hands-on course profiles, outcomes and fees.

Customer Service Excellence

2 weeks | Regular GH¢1,100 | Launch GH¢950

Course overview: Equips frontline staff and business owners to deliver professional, responsive and memorable customer experiences.

Ideal for: Receptionists, sales staff, call-centre teams, administrators and business owners.

Learning outcomes

- Communicate professionally across channels
- Understand and respond to customer needs
- Handle complaints and difficult situations
- Apply service-recovery techniques
- Improve customer retention and loyalty

Technology and Innovation

Hands-on course profiles, outcomes and fees.

Website Development

4 weeks | **Regular GH¢2,100** | **Launch GH¢1,850**

Course overview: Practical training in planning, building and publishing responsive websites for organisations and businesses.

Ideal for: Beginners, entrepreneurs, office professionals, freelancers and communication teams.

Learning outcomes

- Plan a website and organise content
- Build a functional five-page website
- Apply responsive design principles
- Configure basic search optimisation and security
- Publish and maintain website content

Technology and Innovation

Hands-on course profiles, outcomes and fees.

Practical Artificial Intelligence

2 weeks | **Regular GH¢1,100** | **Launch GH¢950**

Course overview: Introduces accessible artificial-intelligence tools for research, administration, marketing and creative production.

Ideal for: Students, professionals, entrepreneurs, educators and content teams.

Learning outcomes

- Write effective prompts
- Generate and refine useful content
- Use AI for research and administration
- Support marketing and creative tasks
- Apply responsible AI and verification practices

Business and Entrepreneurship

Hands-on course profiles, outcomes and fees.

Entrepreneurship and Business Development

3 weeks | **Regular GH¢1,300** | **Launch GH¢1,150**

Course overview: Helps aspiring entrepreneurs identify opportunities, test ideas and develop viable business models.

Ideal for: Aspiring entrepreneurs, school leavers, freelancers and early-stage business owners.

Learning outcomes

- Identify and evaluate opportunities
- Define customer problems and solutions
- Develop revenue and cost models
- Test a business idea
- Prepare a practical business proposal

Business and Entrepreneurship

Hands-on course profiles, outcomes and fees.

Practical Business Management

4 weeks | **Regular GH¢1,600** | **Launch GH¢1,400**

Course overview: Equips business owners and supervisors with essential skills for managing people, money, operations and growth.

Ideal for: Small-business owners, supervisors, administrators and emerging managers.

Learning outcomes

- Prepare simple budgets and records
- Organise daily operations
- Supervise staff and performance
- Manage customers, suppliers and risks
- Develop a business improvement plan

Complete fee schedule

Regular fees show the official programme value. Launch fees are time-limited promotional rates.

Course	Duration	Regular fee	Launch fee
Video Editing	3 weeks	GH¢1,350	GH¢1,200
Photography and Videography	4 weeks	GH¢1,850	GH¢1,650
TV, Radio and Digital Presentation	2 weeks	GH¢1,100	GH¢950
Practical Journalism	4 weeks	GH¢1,450	GH¢1,300
Graphic Design	3 weeks	GH¢1,250	GH¢1,100
Infographics and Data Visualisation	2 weeks	GH¢1,000	GH¢900
Social Media and Content Creation	3 weeks	GH¢1,250	GH¢1,100
Marketing	3 weeks	GH¢1,450	GH¢1,300
Digital Marketing	3 weeks	GH¢1,600	GH¢1,400
Contemporary Advertising	3 weeks	GH¢1,600	GH¢1,400
Public Relations	4 weeks	GH¢1,450	GH¢1,300
Customer Service Excellence	2 weeks	GH¢1,100	GH¢950
Website Development	4 weeks	GH¢2,100	GH¢1,850
Practical Artificial Intelligence	2 weeks	GH¢1,100	GH¢950
Entrepreneurship and Business Development	3 weeks	GH¢1,300	GH¢1,150
Practical Business Management	4 weeks	GH¢1,600	GH¢1,400

Admissions, payment and delivery

Simple enrolment rules for individual and organisational learners.

How to enrol

- Select a course and preferred delivery option.
- Contact Richarm Creative Hub to confirm the next intake and timetable.
- Complete the registration form and provide the required learner details.
- Pay the required deposit and retain the official payment acknowledgement.
- Receive written enrolment confirmation and joining instructions.

Payment terms

- A 50% deposit reserves a place.
- The remaining balance is due before the second week begins.
- The launch fee applies only within an announced promotional period or intake.
- The maximum standard group discount is 5% for three or more learners.
- Corporate and customised training is quoted according to group size, location, content and resources.
- Software subscriptions, specialist equipment and external examination fees are excluded unless expressly stated.

Delivery formats

Evening classes	For working learners who prefer sessions after normal business hours.
Weekend classes	For learners balancing training with work, school or business.
Intensive bootcamps	Compressed delivery for focused, time-sensitive practical learning.
Corporate training	Customised programmes delivered for organisations and teams.

Course dates, facilitator availability and minimum class sizes are confirmed for each intake.

Contact Richarm Creative Hub

Enquire about upcoming intakes, corporate training or a customised programme.

Telephone / WhatsApp

059 310 4169

Email

richarmcreativehub@gmail.com

Location

Abloradjei, Ashongman, Accra

Build practical skills. Create opportunities. Grow with confidence.

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