

COURSE CODE: MMC520M

COURSE TITLE: Copywriting MMC520M

DEPARTMENT: Marketing and Advertising **Management**

COURSE DESCRIPTION:

The course explores the fundamentals of copywriting across the various channels of advertising which include, but are not limited to namely print, radio, television, and social media. Students will learn about the creative process from strategy planning, conception of the Big Idea, all the way to execution. Various advertisements shall be analyzed, evaluated, and studied in terms of their copy. Students will also brainstorm and create copies for different brands and advocacies throughout the duration of the course using appropriate tones and messaging for their target audiences in application of learned best practices in copywriting.

REFERENCES:

- Bendinger, B. (1988). The Copy Workshop Workbook. Chicago, Ill.: Copy Workshop.
- Berry, P. (2008). The Advertising Concept Book. High Holborn, London: Thames & Hudson Ltd.
- Marshall, P., Krance, K., & Meloche, T. (2019). Ultimate Guide to Facebook Marketing (3rd ed.).
- Pricken, M. (2008). Creative Advertising: Ideas and Techniques from the World's Best Campaigns. Thames & Hudson.
- Ries, A. & Trout, J. (1980). Positioning: The Battle for Your Mind
- Shimp, T. (2002). Integrated Marketing Communications in Advertising and Promotion 10
- Sullivan, L. (2008). Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads (3rd ed.). Hoboken, N.J.: John Wiley & Sons.