

COM259 Creative Advertising and Copywriting

Level: 2

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

In this course, you will be brought through fundamental advertising concepts and how the advertising industry works. You will learn how a successful advertising professional develops a detailed understanding of the target audience and advertisers' objectives in order to create effective advertisements. From there, there will be hands-on guidance and practice in creating your own advertising creative briefs and copywriting. At the same time, you will also be gain an understanding of the latest online advertising trends and how that shapes the creative production of advertising content.

Topics:

- Purpose of Advertising
- How the Advertising Industry Works
- Understanding Consumer Behaviour
- Forms of Advertising Research
- Creative Thinking and Storytelling for Advertisements
- Conceptualising the Creative Brief
- Effective Copywriting Principles
- Copywriting for Print
- Copywriting for Radio
- Copywriting for Video
- Considering Visuals with Copywriting
- Online Advertising Trends

Textbooks:

: Advertising by Design: Generating and Designing Creative Ideas Across Media, Fourth Edition 4th edition

ISBN-13: 9781119691518

Learning Outcome:

- Discuss the primary objectives of advertising
- Examine the various types of advertising
- Analyse the role of research in advertising
- Evaluate what makes effective advertising
- Develop advertising copy across various media platforms
- Create original advertising content for various real life scenarios

Assessment Strategies - Regular Semester (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 1	20
	TUTOR-MARKED ASSIGNMENT 2	20
	DISCUSSION BOARD 1	10
Overall Examinable Components	ECA	50
Total		100

*The information listed is subject to review and change.