

MINOR INTERNATIONAL ADVERTISING

COURSE: COPYWRITING

STUDY BURDEN & ECTS: Study burden 140 hours; 5 ECTS

CONTENT

This course also aims at contributing to the development of lateral thinking skills. The student is able to analyse marketing issues, can give a well-founded judgment, and can come up with creative and innovative solutions and campaigns and use the correct tone of voice in writing advertising copy.

By doing group project work the student practices communication and social skills. Students are able to present their work in written and spoken English in a correct and effective manner. During tutorials students enlarge knowledge and skills about copywriting, as a course within the Minor Advertising. Copywriting is about writing creatively and commercially. This means that the student will be trained in language, creative thinking, developing concepts as well as designing innovative campaigns. All assignments are geared towards applying what the student has learned in a practical and realistic situation.

COURSE GOALS AND LEARNING OBJECTIVES

Students are offered a wide variety of practical assignments to hone their writing and creative thinking skills. Many examples from professional practice are used as topics for discussion and as a means to compare the students' work with that in the professional World.

At the end of the block the student is capable of writing texts that will attract the right audience, no matter what medium. They have understanding of what it takes to write good copy, what they need to do, what means they have at their disposal.

ASSESSMENT

Examination consists of practical assignments collected in a portfolio and a written exam that consists of open questions and creative assignments. Each test weighs 50% and each test must score at least a 5.5 to pass the course and qualify for the 5 ECT.

Test form	Weight	Min. mark
Test 1: practical assignments - Portfolio	50%	5.5
Test 2: Written exam : open questions + creative assignment(-s)	50%	5.5

COURSE FACTSHEET

Practical assignments – Portfolio: With these assignments, the student shows his/her skills and knowledge. Both the individual and the group assignments must be handed in before the end of week 7 (see Canvas).

Assessment criteria: use of theory, sources, swipe file, insight, creativity, input.

Test: The test consists of open questions, based on the books used, the hand-outs and whatever has been discussed in class, and a writing assignment.