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Copywriting Minor International Advertising

- Course guide code: MC-ECopyWr-11
 - 2017-2018
 - Duration course: 1 block
 - Full time
 - Type of course
 - Minor
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1 Contents

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.

2 Course goals, final requirements, 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 target Group (short and long copy) in proper English for the printed media, radio and television commercials and Webvertising. They have understanding of what it takes to write a good advertisement, what they need to do, what means they have at their disposal. They understand the consequences of implementing various types of media.

3 Place in curriculum and connection with other courses

Thinking up ideas, developing concepts and drawing up campaigns form the essence of advertising practice. That is why this course is mandatory within the Minor Advertising at the Faculty of Economics and Management.

It can also be taken as a loose 5 EC course by non-Minor students, as long as the number of students does not exceed 30.

4 Study load

Total study load is 140 hours for 5 ECs. (35 contact hours, 10 hours preparation for test, 10 hours for swipe file, 5 hours for finalizing portfolio which includes everything the student has delivered, 28 hours study theory, 52 hours writing exercises)

5 Knowledge required beforehand

The student is required to have finished year 1 successfully and to have finished the year 2 courses successfully. S/he needs to have great English speaking and writing skills.

6 Dispensation

Not possible.

7 Competences (and professional products)

In the table below you will find the competences for the domain Commerce and Business Administration as well as the levels students work at in the course.

<i>Relevant domain competences Commerce with the level for this minor</i>
DC.1 Initiating and creating products and services, independently and actively involved.
Competency level 2

- Generating creative solutions to certain questions.
- Developing concepts on the basis of a creative idea.
- designing campaigns on the basis of a concept.
- Working out plans for a campaign fitting the brand, using proper tone of voice.
- Setting up and monitoring, with others, a project or campaign.

Competency level 3

- Independently shaping a creative idea into a campaign or ad as well as taking care of the organization of creating it or having it created by others.

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.

8 Working methods

Independent study: materials handed out, Andy Maslen's Copywriting Source Book . ISBN 978-0-462-09974-3, and Marketing Communications (Pearson, ISBN 978-0-273-72138-3).

For weekly planning, see Sharepoint. Studying the subject matter is the basis for all other activities. Students are required to come well-prepared and to have studied the material before coming to class.

Tutorials (two times two hours and twenty minutes).

During tutorials the subject matter from the books will be dealt with as well as extra material.

Everything that is discussed may crop up in the exam.

The lecturer will relate the subject matter to examples from the world of International Advertising. By a constant process of giving feedback, students will be challenged to come up with ever better, more creative and more innovative material.

Group work

Students work in groups of 5 to 6 students on assignments. In 7 weeks' time all groups are required to come up with an attractive concept for a customer, which is then worked out completely in a written report.

Students are also required to give presentations about certain aspects of copywriting/advertising.

Coaching

The lecturer is the one who monitors all student activities, checks work, gives feedback, stimulates students to think about how the quality of the work can be improved and so on.

Presence:

Presence is mandatory. Students need to be present for 80% of the contact hours.

9 Testing

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

Practical assignments

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 the last contact hour. (DEADLINE)

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. The information will be available on Sharepoint, available to all students.

Re-sit

If the student gets a mark below 5.5 for either test, a re-sit must be taken in the next exam period.

Test material

The assigned chapters from the books as well as the hand-outs and other topics discussed in class.

10 Materials and literature

Title:	The Copywriting Sourcebook			
Schrijver(s):	Andy Maslen			
ISBN:	9780462099743	Druk:	latest	Uitgever:

11 Evaluation

The course is evaluated during the exam sessions. Apart from this instrument, all remarks and constructive feedback from students is used to improve the course. This is an on-going process.