



SEP 09 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**

Option: **MARKETING MANAGEMENT**

MKTG 1312

Advertising Copywriting

Hours/Week:	3	Total Hours:	36	Term/Level:	200020
Lecture:		Total Weeks:	12	Credits:	3

Prerequisites:

None. Some experience with writing for business and/or working with language is helpful.

Course Objectives:

Learn and practise the techniques, creativity boosters and craft of professional copywriting.

This course is an intensive hands-on writing clinic that focuses on the process and purpose of copywriting for advertising and other forms of "persuasive" writing.

Evaluation

Participation	15%
Final Exam	25%
Assignments	60%
TOTAL	100%

ATTENDANCE:

Regular attendance is required. Students must attend at least 80% of all classes unless other arrangements are made with the instructor(s). Failure to do so may result in the student being prevented from completing the course.

Course Outline:

- Understand the purposes and processes of copywriting
- Define the challenges (and “best practices”) of working with clients
- Build research plans
- Learn to assess (and reach) your audience
- Investigate creative and “borrowing” techniques
- Assess and employ subtext and substructure
- Build a portfolio of resources
- Complement and piggyback on visuals
- Edit creatively with discipline
- Organize information and manage projects
- Write and critique numerous projects

Course Record

Developed by:	<u>Pamela Meneilly, Mrktg.</u> Instructor Name and Department (signature)	Date:	<u>January 2000</u>
Revised by:	<u></u> Instructor Name and Department (signature)	Date:	<u></u>
Approved by:	<u></u> Associate Dean (signature)	Start Date:	<u></u>



BRITISH COLUMBIA INSTITUTE OF
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **MARKETING MANAGEMENT**

MKTG 1312
Advertising Copywriting

Effective Date

APRIL 2000

Instructor(s)

Pam Meneilly

Office No.: 732-7736

Phone:

Office Hours:

Required Text(s) and Equipment

Reference Text(s) & Recommended Equipment

Course Notes (Policies and Procedures)

ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.

This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.

CHEATING, PLAGIARISM AND DISHONESTY: "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)

ASSIGNMENTS; Late assignments or projects will not normally be accepted for marking unless agreed to by the instructor.

CLASS CONDUCT: Students are expected to act professionally during class. Students disrupting classes or disturbing others during class will be asked to leave and their behaviour will be reported to their program head.

COURSE OUTLINE CHANGES: The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

Session	Course Outline	
1	The Rationale of Copywriting Language Purpose and Process	
2	Vocabulary and Vision of Advertising Audience Client	
3	Media and Message Print Audio Video	
4	Story Plot Archetypes Voice	
5	Grammar and Parts of Speech The Rules When to Break Them	
6	Pretty Persuasion Social Psychology and Social Norms Influence and Authority Words That Sell	
7	Writer's Tool Kit Resources Self-promotion	
8	The Poor Sister? Copy and Design Professional Colleagues	
9	Editing Process Discipline	
10	Class Project	
11	Class Project	
12	Final Exam	