

COM259e Creative Advertising and Copywriting

Level: 2

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

A successful advertising professional needs to understand today's fast-changing media environment. Focusing on the idea that advertising always starts with an understanding of people and an awareness of their needs is the first step towards the creative process. The creative person can strategise and solve problems. Similarly, knowledge of copywriting for the electronic media helps students learn how to write effective copy for all types of electronic media with an emphasis on commercial writing. It begins with understanding the basic principles and techniques of good copywriting.

Topics:

- Advertising Perspectives; Advertising Planning and Strategies
- Advertising Research
- Creating the Advertising Message; Creative Execution
- Advertisement Production
- Print Media Strategy
- Electronic Media Strategy

Textbooks:

Arens, William; Weigold, Michael; Arens, Christian: Contemporary Advertising 15th McGraw Hill
ISBN-13: 9781259737930-AA

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Learning Outcome:

- Discuss the primary goals and objectives of advertising
- Examine the various categories of advertising
- Indicate the role of traditional media in the advertising function
- Write in view of the characteristics of major traditional media categories
- Analyse the role of research in advertising
- Develop advertising messages for both print and electronic media
- Apply advertising messages to various real life scenarios

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
TUTOR-MARKED ASSIGNMENT	20
TUTOR-MARKED ASSIGNMENT	20
PRE-CLASS QUIZ	4
PRE-CLASS QUIZ	3
PRE-CLASS QUIZ	3
Sub-Total	50

Examinable Component	Weightage (%)
ECA	50
Sub-Total	50

Weightage Total **100**