

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Outline: ADVERTISING COPYWRITING

Code No.: ADV 239-2

Program: ADVERTISING MANAGEMENT/BUSINESS ADMINISTRATION

Semester: THREE

Date: JUNE, 1985

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New: \_\_\_\_\_ Revision: X

APPROVED: *J. Kuchma*  
Chairperson

85-06-21  
Date

CALENDAR DESCRIPTION

ADVERTISING COPYWRITING

ADV 239-2

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Course Name

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Course Number

PHILOSOPHY/GOALS:

This introductory course is designed to give the student a basic understanding of the principles and methods of effective copywriting, focusing on print and electronic media. Also included to a lesser extent will be the study and application of writing a press release.

METHOD OF ASSESSMENT (GRADING METHOD):

Students will be evaluated on the following basis:

EIGHT WRITING ASSIGNMENTS, each of equal value.....	80%
TWO QUIZZES, each of equal value.....	20%
	<hr/> 100%

Quizzes will NOT be announced beforehand. Students will be responsible for any lecture material taken in class.

Students MUST TYPE all practice and assignment material as per the instructor's guidelines.

Students who MISS ANY ASSIGNMENT DEADLINE will receive zero for that particular assignment.

Some assignments will be done in class time while others will be of a take-home type.

In order to complete this course successfully, each student must meet the following requirements:

1. Must complete, in a fashion acceptable to the instructor, all assignments and semester work.
2. Must have an overall mark of 55% based on all assignments and quizzes.
3. Students who do not achieve a minimum overall mark of 55% will receive an R grade. Due to the practical nature of the course methodology, there is NO provision for individual or final supplemental tests or assignments.

FINAL GRADE:

The final grade will be based on the following:

A .....	85% or more
B .....	70 - 84%
C .....	55 - 69%
R .....	54% or less

TEXTBOOK(S) AND MATERIALS:

- (i) (reference from semester two) - ADVERTISING  
Wright, Winter, Zeigler - O'Dea  
McGraw Hill
  
- (ii) Pad of typewriting paper and typing supplies (liquid paper, etc. for practice sessions).  
(NOTE: Hand-in assignments must be type-error free.)

COURSE OBJECTIVES:

- (i) To give the student a basic understanding of print and electronic writing principles within a creative environment.
  
- (ii) The student will be able to write (type) a complete print advertisement utilizing the A.I.D.A. formula and elements such as headline and body copy for a product or service as stipulated by the instructor.
  
- (iii) The student will be able to write (type) a television commercial utilizing copy, visual and creative methods learned in class.
  
- (iv) The student will be able to write (type) a complete radio commercial utilizing copy and creative methods learned in class.
  
- (v) The student will be able to write (type) a press release upon completion of concepts learned in class.
  
- (vi) The student will be able to layout print advertisement and produce storyboards in conjunction with principles learned in ADV 146-4 and ART 119-3.

INSTRUCTIONAL METHOD:

Lecture, in-class and take-home assignments, and supplementary readings will cover the course material.

TIME FRAME FOR COURSE MATERIAL:

Subject to change, the following is the proposed weekly schedule of material to be taught. These are not necessarily the only subjects to be taught but rather the major areas to be covered and are presented to indicate the overall, general direction of the course.

<u>WEEK</u>	<u>TOPIC</u>
1	a) Introduction to basic writing principles - <u>LECTURE</u> b) Creativity studies
2	a) Print basics-Newspaper Advertisement - <u>LECTURE/PRACTICE</u> b) Creativity studies
3	a) Print basics-newspaper - <u>ASSIGNMENT #1</u> b) Creativity studies
4	a) Print basics - <u>ASSIGNMENT #2</u> b) Creativity studies
5	a) Print basics- <u>ASSIGNMENT #3</u> b) Creativity studies
6	a) Radio basics- <u>LECTURE/PRACTICE</u> b) Creativity studies
7	a) Radio basics - <u>ASSIGNMENT #4</u> b) Creativity studies
8	a) Radio basics - <u>ASSIGNMENT #5</u> b) Creativity studies
9	a) Television basics - <u>LECTURE/PRACTICE</u> b) Creativity studies
10	a) Television basics - <u>PRACTICE</u> b) Creativity studies

<u>WEEK</u>	<u>TOPIC</u>
11	a) Television basics - ASSIGNMENTS #6 b) Creativity studies
12	a) Television basics - ASSIGNMENT #7 b) Creativity studies
13	a) Press release writing principles - <u>LECTURE/PRACTICE</u> b) Creative studies
14	a) Press release writing- <u>PRACTICE</u> b) Creative studies
15	<u>PRESS RELEASE - ASSIGNMENT #8</u>