

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Outline: ADVERTISING COPYWRITING

Code No.: ADV-239-2

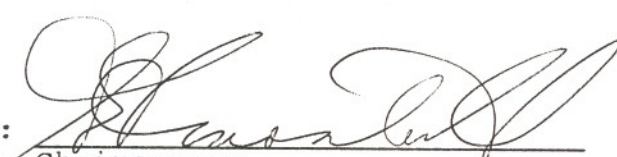
Program: ADVERTISING MANAGEMENT

Semester: THREE

Date: JUNE, 1988

Author: J. KUCHMA

New: _____ Revision: X

APPROVED: 
Chairperson

88-06-21
Date

ADVERTISING COPYWRITING

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Philosophy/Goals:

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

Course Objectives:

1. To give the student a basic understanding of print and electronic writing principles within a creative environment.
2. 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.
3. The student will be able to write (type) a television commercial utilizing copy, visual and creative methods learned in class.
4. The student will be able to write (type) a complete radio commercial utilizing copy and creative methods learned in class.
5. The student will be able to write (type) a press release upon completion of the concepts learned in the manual, "How to produce your own press release".
6. The student will be able to layout print advertisements and produce storyboards in conjunction with principles learned in ADV-146 and ART-119.

Instructional Method:

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

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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%
	<u>100%</u>

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.

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 average 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 (hands-on) nature of the course methodology, there is NO provision for individual or final supplemental tests or assignments.

DEADLINES: Work in advertising is extremely dependent on deadlines. DEADLINES MUST BE MET. No assignment or project will be accepted beyond the deadline.

Grade Designations

A+.....	90 - 100%
A	80 - 89%
B	70 - 79%
C	55 - 69%
R	below 55%

Resource Materials

- Texts:
1. CREATIVE ADVERTISING THEORY AND PRACTICE
Sandra E. Moriarty - Prentice-Hall
ISBN 0-13-188947-8
 2. HOW TO PRODUCE YOUR OWN PRESS RELEASE
Integrate Publishing

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Resource materials...continued

3. Computer diskette (available from book store) for practice sessions Note: Hand-in assignments must be type-error free.
4. Dictionary, school library, Marketing and Advertising Age magazines, local media etc.

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.

WEEK	TOPIC
1 (S12)	- Introduction to basic writing principles -Lecture and creative studies.
2 (S19)	- Print basics - Newspaper advertisement -Lecture and practice/creative studies.
3 (S26)	- Print basics - Newspaper <u>Assignment # 1</u> Creative studies.
4 (O03)	- Print basics - <u>Assignment # 2</u>
5 (O17)	- Print basics - <u>Assignment # 3</u>
6 (O24)	- Radio basics - Lecture, practice
7 (O31)	- Radio basics - <u>Assignment # 4</u>
8 (N07)	- Radio basics - <u>Assignment # 5</u>
9 (N14)	- Television basics - Lecture, practice
10 (N21)	- Television basics - Practice
11 (N28)	- Television basics - <u>Assignment # 6</u>
12 (D05)	- Television basics - <u>Assignment # 7</u>
13 (D12)	- Press release writing principles, ("How to produce your own press release".) <u>Assignment # 8</u>

NOTE: All assignments will be handed out in class on Mondays. They will be due two days later on Wednesday no later than 4pm in Room E210. Assignments placed in instructor's mailbox in the staff lounge will not be accepted unless previous arrangements have been made.

