

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE: ADVERTISING COPYWRITING

CODE NO.: ADV239 SEMESTER: THREE

PROGRAM: ADVERTISING MANAGEMENT

AUTHOR: L. LITTLE

DATE: SEPTEMBER, 1991

PREVIOUS OUTLINE DATED: SEPTEMBER, 1990

New: _____ Revision: _____

APPROVED: _____

DEAN, SCHOOL OF BUSINESS &
HOSPITALITY

91-08-29
DATE

ADVERTISING COPYWRITING

ADV239

COURSE NAME

COURSE CODE

Total Credits = 2

Prerequisite: TYP100

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. Students will study the process of creative thinking and its importance in advertising.

LEARNING 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.
6. The student will be able to plan print advertisements and produce storyboards in conjunction with principles learned in ADV146 and ART119.

METHOD OF INSTRUCTION:

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

METHOD OF ASSESSMENT

Students will be evaluated on the following basis:

Six writing assignments, 6 x 10%	60%
Tests, 2 x 15%	30%
Preparation & Participation	10%
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	100%

Tests may or may not be announced beforehand. Students will be responsible for any 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 semester work.
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.

Work in advertising is extremely dependent on deadlines. **DEADLINES MUST BE MET.** No assignment or project will be accepted beyond the deadline unless the student has made prior arrangements with the instructor.

GRADE DESIGNATIONS:

Numerical grades will be converted to letter grades on the following basis:

A+	(90-100%)	G.P.A. equivalent = 4.0	- consistently outstanding
A	(80- 89%)	G.P.A. equivalent = 3.75	- outstanding achievement
B	(70- 79%)	G.P.A. equivalent = 3.0	- consistently above average
C	(55- 69%)	G.P.A. equivalent = 2.0	- satisfactory or acceptable achievement
R	(0 - 54%)	G.P.A. equivalent = 0.0	- repeat - objectives of the course not achieved and course must be repeated.

TIMEFRAME FOR COURSE MATERIAL

<u>WEEK</u>	<u>SUBJECT</u>	<u>REQUIRED READING</u>
1	Advertising - Getting Started	Moriarity - Ch. 1 & 2
2	How Advertising Works	Chapter 3
3	Advertising Strategy and Copy Platforms	Chapters 4 & 5
	TEST	
4	Creative Concepts	Chapter 6
5	Visual Communication	Chapter 7
6	Advertising Writing	Chapter 8
	TEST	
7	The Copy Package <u>Assignment #1</u>	Chapter 9
8	Layout and Production	Chapter 10
9	Print Advertising <u>Assignment #2</u>	Chapter 11
10	Radio Advertising <u>Assignment #3</u>	Chapter 12
11	TV Advertising <u>Assignment #4</u>	Chapter 13
12	Other Media Advertising	Chapter 14
13	Writing a Press Release <u>Assignment #5</u>	Supplemental Information to be provided
14	Advertising Situations <u>Assignment #6</u>	Chapter 15
15	Catchup and Review	

RESOURCE MATERIALS:

1. Creative Advertising Theory and Practice, Sandra E. Moriarity, Prentice-Hall, Inc.
2. Computer diskette (available at Campus Bookstore)
3. Marketing and Advertising Age magazines