Course Code: Title	MKT213: WRITING FOR MARKETING COMMUNICATIONS
Program Number: Name	2057: BUSINESS - MARKETING
Department:	BUSINESS/ACCOUNTING PROGRAMS
Academic Year:	2024-2025
Course Description:	In this course, students will focus on the creation and impact of marketing communications. Students will practice learning how to read and write creatively toward preparing advertising copy, news releases, and reports. Students will use case studies in the creation of marketing communications.
Total Credits:	3
Hours/Week:	3
Total Hours:	42
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course: **Please refer to program web page for a complete listing of program outcomes where applicable.**	**2057 - BUSINESS - MARKETING** VLO 2 contribute to the development of an integrated marketing communication plan* of a product*, concept, good, and/or service based on an identified market need or target VLO 3 contribute to the development of new and/or modified marketing concepts, products*, goods, and/or services that respond to market needs VLO 8 communicate marketing information persuasively and accurately, in oral, written, graphic and interactive media formats VLO 9 plan, prepare and deliver a sales presentation or pitch to address the needs of the client
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
Course Evaluation:	Passing Grade: 50%, A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.
Books and Required Resources:	Public Relations Writing and Media Techniques (Revel) by Wilcox, Dennis L. & Reber, Bryan H. Publisher: Pearson Edition: 8e ISBN: 9780134010342 Revel (12-month access)

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Course Outcomes and Learning Objectives:	Course Outcome 1	Learning Objectives for Course Outcome 1
	1: Understand Writing for Marketing Communications	1.1 Recognize the public relations framework in which writing plays a role. 1.2 Express the objectives, audiences, and the channels used by the public relations writer. 1.3 Report how the professional writer can use industry resources to keep up with developments in the field. 1.4 Express the different forms of research and how online resources can assist with public relations writing tasks. 1.5 Illustrate the guidelines for public relations writing. 1.6 Analyze the common errors made by the PR writer and ways to avoid them.
	Course Outcome 2	Learning Objectives for Course Outcome 2
	2: Explore Persuasive Writing	2.1 Describe the four components of communication and scrutinize different communication theories. 2.2 Enumerate the eight essential factors to consider in persuasive writing. 2.3 Report the different writing strategies to make any form of writing or message more convincing. 2.4 Review successful oral persuasion techniques and describe techniques related to propaganda. 2.5 Evaluate the need to weigh the ethics of persuasion.
	Course Outcome 3	Learning Objectives for Course Outcome 3
	3: Explore Writing for Public Relations	3.1 Describe the challenges faced by publicists in making news. 3.2 Analyze the important characteristics of newsworthy information and report the two main sources of gathering news. 3.3 Describe techniques for generating creative ideas, and the nine different ways of creating interesting news. 3.4 Examine the importance of news releases over advertisements and the challenges to publishing them. 3.5 Review the process of planning for a news release, the seven basic components of a news release, and describe the different news release formats. 3.6 Report four publicity tactics for greater media coverage. 3.7 Describe fact sheets, media advisories, and different types of media kits. 3.8 Review the importance of publicity photos, analyze aspects that comprise a good photo, and review how to work effectively with photographers. 3.9 Consider photo usage limitations and examine the nuances of writing good photo captions. 3.10 Review the usefulness of infographics, describe different types of infographics and ways of creating them.
	Course Outcome 4	Learning Objectives for Course Outcome 4
	4: Explore Writing for Advertising	4.1 Recognize the broad penetration of broadcasting and the power of radio and television. 4.2 Describe the formats for radio news releases and public

service announcements.

4.3 Report five approaches to getting news on local television and examine other placement opportunities in advertising.

4.4 Describe the format and production of video content and review the value of owned media and online videos in raising brand visibility.

4.5 Evaluate the relevance, advantages, and disadvantages of direct mail and advertising.

4.6 Express the basic components of a direct mail package.

4.7 Analyze the five basic types of advertising, and identify the main components of a print advertisement.

4.8 Report considerations when working with an advertising agency.

4.9 Describe the role of native advertising and main concerns regarding its use.

Course Outcome 5	Learning Objectives for Course Outcome 5
5: Explore Writing for Digital	5.1 Review the exponential growth in the internet and social media.
	5.2 Summarize the differences between traditional and new media, and compare the continued importance of traditional media with the increasing importance of social media.
	5.3 Report some of the winning characteristics of websites that help to achieve organizational goals.
	5.4 Report the general guidelines for writing web content.
	5.5 Express the different forms and uses of blogging, podcasting, social networks, micro-blogging, and media sharing.
	5.6 Express how advances in mobile technology have opened up advertising and public relations opportunities.
	5.7 Explain how intranets aid communication within an organization and compare online newsletters with print publications.
	5.8 Describe the purpose, content, and design of newsletters and magazines, and explain how and why brochures are printed.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignments	40%
Participation/Discussion	20%
Quizzes/Tests	40%

Date: June 3, 2024

Addendum: Please refer to the course outline addendum on the Learning Management System for further information.