



Vincent R. Pozon

ST. SCHOLASTICA'S COLLEGE
School of Arts & Sciences
Department of Mass Communications
1st semester, School Year 2008-2009

Professor:

Vincent R. Pozon

Course Title:

Copywriting

Pre-requisite:

Advertising Management

Course Credit:

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Course Description

This course is a laboratory writing class that gives students the necessary writing skills and styles used in writing copy for advertising based on strategies, target market, insight, and product positioning. Students are expected to have an understanding and appreciation of creative concepts, and how these are transformed into writing. Focus would be on the creative crafting of words to make them selling tools. This course covers both traditional and non-traditional media.

Course Competencies:

Competencies	Indicators
<p>Mastery of Subject Matter</p>	<p>Working familiarity with the environment of an advertising agency and a general awareness of the demands on a copywriter:</p> <ul style="list-style-type: none"> - Knows the various structures of the different advertising agencies; - Recognizes what a creative brief is; - Appreciates the account manager's role in the creation of advertising materials; and that of art directors. - Knows how to read a creative strategy, knows how to differentiate strategy from craft. <p>Knowledge of the principles of writing copy for a variety of media, and in a variety of styles.</p> <p>-Be cognizant of the strengths and weaknesses of the various media, and of the intricacies of Integrated Marketing Communications.</p> <p>Discernment so she can evaluate what is good and effective advertising, and, if placed in a position to contract work from an ad agency, can requisition work intelligently.</p>
<p>Critical Thought</p>	<p>Awareness of and a healthy respect for the vast influence of the instrument.</p> <p>Knowledge of where and how the industry has failed in its tasks and responsibilities.</p>
<p>Benedictine Values</p>	<p>We intend that she will bring to the advertising industry a consciousness of moral and ethical boundaries, one that is based on a stricter set of values as provided by course and college.</p> <p>We intend that she will display a work ethic that is exemplary and rare in the industry.</p>

Copywriting

First Semester 2008-2009

GENERAL OVERVIEW

CREATIVE PROCESS

Week	Topics	Instructional Objectives	Activities	Assessment Tools	Resources
DAY 1 6/14/08	Expectations check; presentation of syllabus & requirements.	Establish attitudes required from the student. Check for interest.	Introductions; question and answer	Home work: introduction of self and reason for taking course.	Syllabus.
DAY 2 6/21/08	What is copywriting The power to move. Science versus art. The mind of a good copywriter.	Explain course coverage and philosophy of professor regarding the industry. Check for creativity.	Lecture and discussion. Copy test	Formative assessment based on participation, discussion, and seat exercises.	Adformatix proprietary training presentation for copywriters.
DAY 3 6/28/08	The state of the industry they intend to join. Creativity as the basic tool of the copywriter.	Impart a clear picture of the ad industry, its decay and outmoded business models. Inspire to want to rebuild, "affect and infect" the industry with work and values. Stretch minds to think out of the box.	Lecture and discussion. Copy test	Formative assessment based on participation, discussion, and seat exercises.	Adformatix's diagnosis of advertising industry. Porter's 5 Forces analysis.
DAY 4 7/5/08	Listening: Developing an intuitive and discerning mind.	Educate them about proactive listening skills, a crucial tool of the copywriter. Teach analysis of ads to discern objectives and strategies.	Listening exercise. Lecture and discussion. Analytical test.	Formative assessment based on participation, discussion, and seat exercises.	Proactive listening seminar. Print ads.
DAY 5 7/12/08	The Big Picture and Caption: The base of all successful advertising campaigns.	Teach correct methodology of creating, evaluating, presenting advertising messages.	Lecture and discussion. Analytical test.	Formative assessment based on participation, discussion, and seat exercises.	Big Picture Seminar.
DAY 6 7/19/08	One Sentence: The talent of simplifying. Living in the world of half a minute.	Methodology Continued...	Lecture and discussion. Analytical test.	Formative assessment based on participation, discussion, and seat exercises.	Print ads and TV commercials.

Week	Topics	Instructional Objectives	Activities	Assessment Tools	Resources
DAY 7 7/26/08	The Account Manager The internal client: Working well with account managers The Art Director as one-third the adman: Working well with visualizers	Teach how to work with essential suppliers in the creation and management of advertising. The importance of harmony in the advertising workforce.	Lecture and discussion. Introduction of people from accounts and art. Analytical test.	Formative assessment based on participation.	Account manager seminar. Talks by account manager and art director.
DAY 8 8/2/08	The Creative Brief Different schools of advertising and their technologies Choosing one's final subject	Present the many methodologies and thinking processes and schools of thought used by the industry. How to create advertising strategy.	Lecture and discussion. Exercises.	Formative assessment based on participation, discussion, and seat exercises.	Creative Briefs and strategy statements of various marketing schools.
DAY 9 8/9/08	Brainstorming versus Brainpicking: The science of idea creation	Explain how ideas are generated in the fastest and most efficient manner.	Lecture and discussion. Practicing Brainpicking.	Formative assessment based on participation.	Brainpicking seminar.
DAY 10 8/16/08	Brainpicking sessions	Exercise the generation of ideas through collaborative work.	Brainpicking.	Formative assessment based on participation.	Guest copywriter.
DAY 11 8/23/08	The storyboard	Explain how to create a storyboard.	Lecture and discussion. Exercises.	Formative assessment based on participation, discussion, and seat exercises.	Storyboard samples and final TVC.
DAY 12 8/30/08	The radio script	Explain radio as an advertising medium.	Lecture and discussion. Exercises.	Formative assessment based on participation, discussion, and seat exercises.	Radio script and radio commercials.

	Week	Topics	Instructional Objectives	Activities	Assessment Tools	Resources
WRITINGSKILLS	DAY 13 9/6/08	The print ad	Print as an advertising medium.	Lecture and discussion. Exercises.	Formative assessment based on participation, discussion, and seat exercises.	Print ads.
	DAY 14 9/13/08	The promotions ad	Explain the anatomy of an effective promotional ad.	Lecture and discussion. Exercises.	Formative assessment based on participation, discussion, and seat exercises.	Promotional print and TV ads.
	DAY 15 9/20/08	Integrated Marketing Communications: Putting it all together Strengths and weaknesses of each medium Consistency and complementarity	Teach Integrated Marketing.	Lecture and discussion.	Formative assessment based on participation, discussion, and seat exercises.	IMC proprietary seminar.
FIELD	DAY 16 9/27/08	The agency in the flesh	Familiarization with the organizational structure and layout of one ad agency.	Visit to an ad agency.	Formative assessment based on attendance, displayed interest and questions.	Welcome tour and credentials presentation of Adformatix.
EVALUATION	DAY 17 10/4/08	Preparation for finals.	Last minute review of presentation materials	Review of presentations of groups	Formative assessment based on quality of and effort put into the presentations.	
	DAY 18 10/11/08	Finals	Experience of total creative and presentation process.	Presentations of group work	Summative assessment based on quality, presentation skills, participation.	

A word from the professor:

Most courses attempt to give you insight into the real world of the profession. Unfortunately, the real world of advertising is fraught with errors, fallacies, bad behavior, and, simply put, what not to do. We intend to improve the industry of advertising by providing it with people who know better -- you.

While the course focuses on teaching you the basics of the craft, it will touch on topics necessary in the maturing of a copywriter: listening and presentation skills; empathy with the consumer; appreciation of the power of advertising, ethics, et al. You will finish the course with a better understanding of this influential instrument in the selling of products, services and ideas.

A word of advice to students of the course: Start being aware of what is happening around you. No proficiency in craft can help you if you do not have the curiosity and the ache to understand the psyche of your many target publics. The Philippines is a poor country. A copywriter -- or any person in the business of marketing -- who does not know the world of the poor, the daily grind, their dreams and aches, the smoothness of the handrails of a jeepney is a copywriter with an incapacitating disability.

A good copywriter is one with a good bank of general knowledge: he is aware of history, peoples and cultures, past and present; is well-read; knows the latest in music, theatre, dance and film -- local and foreign; can say which senator authored the latest contentious bill; knows her way around social media channels and the nearest wet market.

Content

Class time will consist of lectures, discussions and exercises or in-class writing assignments. Your professor will try very hard to avoid out-of-class assignments or homework.

About references and reading materials:

The professor offers no list of recommended reading materials and expensive books. Neither do advertising agencies when they train copywriters. We hope to provide you with a simulated on-the-job training course. Should the professor find reading matter that may nourish you, he will provide you copies. You are, of course, free to scour the web for information and tips about copywriting. Be mindful though that you will also be picking up wrong ideas and notions about the craft.

How graded

30% Class participation
30% Exercises
25% Finals
15% Evaluation of participation by group members

Policies and general remarks:

Cellular phone use in the classroom will not be tolerated.
Classes will start promptly at 10:30am. The 30-minute break will be had after the class period, which means classes will be dismissed at 1:00pm.
Students should come prepared to write, with writing implements.
Attendance, dress code, plagiarism and other rules of the school will apply; stellar academic performance will not be given preferential treatment.
The syllabus is subject to change, depending on how quickly the class learns.

Consultation hours:

The professor will make himself available *before* class for any student needing help. No other time will be made available; out-of-premise meetings are not possible due to the professor's busy schedules.