

Course Title:	Copywriting
Course Code:	ADVT671
Descriptor Start Date:	01/01/2024
Descriptor End Date:	12/02/2026
POINTS:	15.00
LEVEL:	6
PREREQUISITE/S:	None
COREQUISITE/S:	None
RESTRICTION/S:	None

LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

Total learning hours: 150

PRESCRIPTOR

Examines the copywriting function in the creative process within the advertising and communication industries. Students develop copywriting skills and techniques to be used for different organisations across multiple media with specific focus on how these are deployed within advertising agencies both globally and locally.

LEARNING OUTCOMES

1. Demonstrate knowledge and understanding of the copywriter's role in the creative process.
2. Write effective copy for a variety of advertising and communication media in both traditional and digital formats.
3. Incorporate constructive criticism into subsequent work, while consistently meeting copywriting deadlines
4. Plan and prepare effective presentations to accepted professional standards.

Disclaimer: Course descriptors may be amended between teaching periods/semesters

CONTENT

- Copywriting competence and processes.
 - Principles of writing for a variety of communications media
 - Working with the creative brief
 - Professional presentation and communication of creative concepts
 - Principles of professional teamwork
- NZ and global contexts

LEARNING & TEACHING STRATEGIES

Mini-lectures, tutorial discussion and project-based work in a workshop setting using case studies; briefings and feedback.

ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Portfolio 1	40.00	1, 2
Portfolio 2	60.00	1-4

Grade Map	MAP1
	A+ A A- Pass with Distinction
	B+ B B- Pass with Merit
	C+ C C- Pass
	D Fail

Overall requirement/s to pass the course:

Submit all assignments and obtain a C- grade overall

LEARNING RESOURCES

Camp, L. (2007) Can I Change your Mind? London: A & C Black For further information, contact:
Te Ara Auaha - Faculty of Design & Creative Technologies

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Principal Programme:	AK3303, Bachelor of Communication Studies
Related Programme/s:	AK1315 ICE1 INEXCH1 SABRD1

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