

Course Code: ADWRITE

Course Title: Copywriting and Creative Management

Course Description:

Being creative is an important characteristic of a future Marketing and Communications practitioner. Creativity is likewise the bread and butter of an advertising agency. It is creativity that “sells” and if possible, wins awards for ad agencies. More importantly, creativity brings products and services closer to the hearts and minds of the consumers.

This course deals on the creative function of the agency with emphasis on copywriting. It aims to expose and familiarize the student to the management of the creative department of an advertising agency and the role of the copywriter in the conceptualization of advertising ideas based on strategies.

Copywriting trains the students to harness their creative skills and talents into developing ideas that match objectives/strategies set by marketing and advertising.

Throughout the term, students will be tasked to conceptualize and develop print and broadcast materials. These exercises are either on the spot or to be submitted on a set deadline a week or so after. Strict adherence to a deadline is observed in all creative exercises, as it is practiced in the industry.

Students will be continuously exposed to all forms of advertising through screening and analysis of broadcast and print materials.

Department: Marketing and Advertising

Required text and materials

Aitchison, Jim. 2008, Cutting Edge Advertising. Pearson Education South AsiaPte Ltd.

Charlotte, Fiell. 2005, Graphic Design Now, Taschen Press

Hashimoto, Alan. 2009, Visual Design Fundamentals, Cengage Learning, Australia

Other References

Kramer, Kessels. 2012, Advertising for People who don't like Advertising , Laurence King Publishing Ltd.

Williams, Robin. 2008, The Non-Designer's Design Book, Peach Press

Thames & Hudson. 2008, The Advertising Concept Book, Toppan Leefang Printing Limited

ONLINE RESOURCES:

Tweemlow, Alice. 2005, What is Graphic Design For? Page One Publishing
<https://www.amazon.com/Copywriting-Everything-Beginner-Creative-Writing->

[ebook/dp/B00YQQQ88O/ref=sr_1_1?keywords=Everything+you+need+to+know+about+copywriting&qid=1568623712&s=books&sr=1-1](https://www.amazon.com/dp/B00YQQQ88O/ref=sr_1_1?keywords=Everything+you+need+to+know+about+copywriting&qid=1568623712&s=books&sr=1-1)