

Vak: Copywriting

credits: 5

Vakcode ICVB20TLS3
Naam Copywriting
Studiejaar 2021-2022
ECTS credits 5
Taal Engels
Coördinator L.T. Stoica

Werkvormen Practicum / Training
Toetsen Copywriting - Overige toetsing

Leeruitkomsten

Competences

Programme Learning Outcomes (PLOs) assessed at level 3

3. Concept & creation

1. Choose appropriate channels and (digital) tools in order to deliver communication suitable for the target group.

1. Create relevant content tailored to the concept and the organisation's goals.

5. Persuasion & commitment

1. Advise on the organisation's communication as an internal and/or external adviser/consultant, taking into account the organisation's communication strategy.

1. Communicate orally and in writing in a correct, target group-oriented, business-like and concise manner, and consequently create commitment.

Specific LOs for the course based on PLOs above:

- The student independently develops English copy for communication products for self-chosen brands, targeting audiences specific to those chosen brands, based on own desk research.
- The student independently selects and justifies appropriate media and channels for the developed copy based on own desk research on the image, communication, writing style and tone of voice specific to the chosen brands.
- The student independently justifies the link between the developed copy for the self-chosen brands and the writing style and tone of voice of the brands, based on own desk research.
- The student independently critiques specific given copy for a brand into an evaluation report, connecting the copy to the writing style, tone of voice and communication goals of the brand, and to the specifics of the target audiences for whom the copy is intended.
- The student independently advises the brand on how the given copy can be improved or used further, taking the brand organisation's mission and vision into account.

Inhoud

Writing good copy (i.e. good text) is the cornerstone of customer engagement. Be it text on a website, lines in a commercial, or slogans on a poster, copy is where the first interaction between organisations and target audiences takes place. This course is focused on writing copy from offline media content (e.g. flyers, posters) to the digital environment (e.g. landing pages, blogs, vlogs, tweets) to storylines and voice-overs for commercials and jingles.

Students explore and practise different (creative) writing techniques aimed at producing copy linked to the writing and communication styles and goals of the chosen organisations/brands. Additionally, students critique existing copy and advise chosen brands on improvements to their communication, focusing on specific content.

Practical copywriting training will be given during this course, tackling various stages of producing copy, from lack of inspiration and the threat of the blank page, to polishing the writing style of a campaign, and to delivering well-crafted copy for final communication products. The student produces a portfolio that includes the developed pieces of copy linked to one or several brands and the evaluation of the chosen copy from an existing given brand.

Opgenomen in opleiding(en)

International Communication
Communicatie

School(s)

Instituut voor Communicatie, Media & IT

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