

Western Continuing Studies

Copywriting that Persuades and Sells

WRCR6214

Course Outline

Description: If you want to master the craft of writing copy that sells, this course is for you. Teaching/learning methods are interactive, practical and fun. Using a textbook designed for the course, information, examples, hands-on, interactive group and individual exercises, you will be guided through the process of producing copy that works - no matter your objective or target market. You'll learn techniques to find your unique selling proposition, craft appeals that create desire, compose headlines that command attention and write body copy that motivates buyers. You'll learn how to do this for newspapers and magazine ads, billboards, direct mail, email and the web, culminating in a group exercise putting learning into practice as you create an in-class marketing campaign exercise. This course will provide you with hands-on writing assignments to hone those skills.

Course Goals:

Students will learn techniques that remove guesswork from writing, discover how to find your unique selling proposition, craft appeals that create desire, compose headlines that command attention and write body copy that motivates buyers. You'll learn how to do this for newspapers and magazine ads, direct mail and email and the Web and News Releases. You'll practice the craft and receive constructive feedback.

Course Objectives:

Upon completion of this course, the student will:

1. Have the ability to generate copy ideas.
2. Understand the principles underlying successful ads, marketing materials, slogans and website copy.
3. Have the skills needed to produce effective advertising copy.

Attendance & Assignment Requirements:

Students must miss no more than two classes and submit and **3 out of 4** of assignments to receive a completion for this course. A grade report can be printed from myWCS.

Code of Student Conduct

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct:

<http://www.uwo.ca/univsec/board/code.pdf>

COURSE SCHEDULE

Week 1:

Topic: Class and instructor introductions. About this course - Content, Define Copywriting, Concept and Purpose of Advertising, Defining Target Market, Role of the Copywriter, Purpose of Advertising, Getting Ready to Write

Read: Chapter 1: Introduction to Copywriting, **Chapter 3:** Writing to Communicate, **Chapter 4:** Writing to Sell

Suggested exercise: Features/Benefits analysis on something common they can find around the house. You can refer to pages 65 and 66 of the text for the course.

Please contact Continuing Studies if you require information in an alternate format, or if any arrangements can be made to ensure that this course is accessible to you. If you would like to provide feedback about accessibility-related issues that are specific to your experience with Continuing Studies, you may do so using our comment box (located in the entrance of the office) or you may contact Accessibility at Western (accessibility@uwo.ca or 519-661-2111, extension 85562); the feedback will be forwarded to the appropriate individual or area for follow-up.

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Week 2:

Topic: Creative writing process, Writing Headlines, Writing Print Advertisements

Assignment: Full-Page Ad

Read: Chapter 2: Writing to Get Attention-The Headline, **Chapter 5:** Getting Ready to Write,

Chapter 6: Writing Print Advertisements

Week 3:

Topic: Writing Effective Copy, Focusing on Your Target Market, Marketing Strategies

Assignment: DRM (Direct Response Marketing) Letter or E-mail Marketing Letter

Read: Chapter 7: Writing Direct Mail, **Chapter 12:** Writing E-Mail Marketing

Week 4:

Topic: Writing Other Sales Material, Writing Public Relations Materials, Content Marketing

Assignment: News Release

Read: Chapters 8: Writing Brochures, Catalogs and Other Sales Materials

Chapter 9: Writing Public Relations Materials

Week 5: October 5, 2016

Topic: Writing for the Web

Assignment: Write *OR* Re-write a landing page for a website to sell a product or service.

Read: Chapter 11: Writing for the Web

Week 6: October 12, 2016

Topic: SEO and Storytelling, Tools to help you run a copywriting business, groups prepare and share marketing campaign using the tools learned in the course.