

Vak: Copywriting

credits: 5

Vakcode	ICVB20TLS3	Werkvormen	Practicum / Training
Naam	Copywriting	Toetsen	Copywriting - Overige toetsing
Studiejaar	2022-2023		
ECTS credits	5		
Taal	Engels		
Coördinator	L.T. Stoica		

Leeruitkomsten

Competences

Programme learning outcomes Junior professionals:

1. Context & strategy

1. Identify relevant developments for the organisation, monitor international and intercultural developments, and translate the implications into communication policy.

Level 3 (final project phase)

Analyse relevant developments for the organisation, monitor international and intercultural developments, and translate the implications for the organisation's communication policy.

Where assessed?

N/A

1. Monitor developments in the professional field as well as in the national and international media landscape, and are able to translate these insights into communication strategy.

Monitor recent developments in the national and international professional field as well in as the media landscape, and use these insights for the organisation's communication strategy.

N/A

1. Target group & behaviour

1. Conduct applied research in a methodological way and use suitable research methods.

Conduct research in a methodological way, use suitable research methods and **evaluate** the research.

N/A

1. Investigate the needs and wishes of the target group, and understand the contextual/cultural factors that affect the behaviour of the target group.

Evaluate the needs, wishes and (inter)cultural factors of **all relevant** stakeholders, and translate them into a professional product.

N/A

1. Account for communication

Assess insights from knowledge and theory

N/A

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.

	interventions based on knowledge, theory and research insights.	in order to support effective communication interventions.		
			Develop a	
1. Concept & creation	1. Elaborate a creative concept tailored to the wishes of the national or international target group and/or the organisation's goals.	creative concept using creative methods and techniques, and account for the extent to which the concept is suitable for the target group as well as the organisation's goals.	N/A	
1. Choose appropriate channels and (digital) tools in order to deliver communication suitable for the target group.	Account for the application of channels and (digital) tools in order to deliver communication suitable for the target group.	Copywriting		
1. Create relevant content tailored to the concept and the organisation's goals.	Create relevant content and/or a prototype of a professional product , and substantiate the way that it is/they are tailored to the organisation's goals.	Copywriting		
1. Planning & organisation	1. Design the plan for and organise the implementation of professional products, taking into account target groups, goals and budgets.	Design the communication plan for and organise the implementation of a complex professional product , taking into account target groups, goals and budgets.	N/A	
1. 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.	Advise on the organisation's communication, taking into account the organisation's goals and communication strategy in a complex context .	Copywriting	
1. Communicate orally and in writing in a correct, target group-oriented, business-like and concise manner, and consequently create commitment.	Communicate orally and in writing in a correct, target group-oriented, business-like and convincing manner , and are able to explain their points of view in both internal and external communication.	Copywriting		
1. Connection & facilitation	1. Organise interaction and collaboration, arrange	Organise interaction and collaboration, arrange	N/A	

networking or other meetings, expand their national and international network, and draw on this specific knowledge or information.	networking or other meetings, expand their national and international network, and draw on this specific knowledge or information requirement.
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| 1. Recognise opportunities, develop initiatives and dare to experiment. | Are able to think out of the box, experiment and create or co-create novel solutions. | N/A |
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Opgenomen in opleiding(en)

International Communication

School(s)

Instituut voor Communicatie, Media & IT

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