

HONG KONG BAPTIST UNIVERSITY

COURSE OUTLINE

1. COURSE TITLE

Advertisement Copywriting

2. COURSE CODE

WRIT2025

3. NO. OF UNITS

3 Units

4. OFFERING DEPARTMENT

Department of Humanities and Creative Writing

5. PREREQUISITES

Nil

6. MEDIUM OF INSTRUCTION

Cantonese

7. AIMS & OBJECTIVES

This course aims at introducing to students how copywriting in advertising is different from general writing, and how it can play an important part in selling a brand, a product or a service. In this course, we will conceptualize advertising writing in relation to advertising strategy, big idea, target audience and medium. Real-life case studies and references will be used to inspire. As students learn from these examples, they will be required to apply the basic knowledge to write effectively for advertising campaign.

8. COURSE CONTENT

1. The history and development of modern day advertising
2. What is advertising objective? Target audience and advertising strategy? How they affect the style of writing in the ads?
3. Understanding how "stimulus and response" work in advertising and how they influence your writing?
4. Rational and emotional advertising
5. What is an idea? And how it will guide your writing?
6. Slogan

7. How to write according to different medium: print, poster, outdoor, television, radio, digital and mobile?
8. Headline, sub-headline, body copy, sign-off
9. Poster, how to write with a visual. Difference between visual-led and copy-led ads
10. Outdoor, 3-second rules. How to write with the environment in which the ad runs, in mind?
11. Television, write with sound and visual
12. Radio, write with sound only
13. Digital, write while your readers can interact with you instantly
14. Mobile, write to people who is on the move
15. Write without words. Write with a visual

9. COURSE INTENDED LEARNING OUTCOMES (CILOs)

CILO	By the end of the course, students should be able to:
CILO 1	Describe the basics of advertising and how it can build brands and promote sales.
CILO 2	Explain the significance of writing in advertising.
CILO 3	Evaluate the importance of writing in advertising.
CILO 4	Create work according to the medium in which the advertising is run.
CILO 5	Apply the writing skills in an advertising campaign.

10. TEACHING & LEARNING ACTIVITIES (TLAs)

CILO alignment	Type of TLA
1, 2, 3	Students will understand the basics of writing in advertising by examining and analyzing famous examples of such work, and present them in an organized manner.
1, 2, 3, 4	Students will do research and learn how to select relevant and useful data for the writing of an advertisement.
1, 2, 3, 4	Students will discuss and comment on various examples from advertisement, the variety of writing strategies and structures used, and their cultural and social impact.
1, 2, 3, 4, 5	Students will review their own and others' work and reflect on and analyze their own practices as copywriters. Students will discuss and reflect on the issues involved in writing an advertisement for certain campaign.

11. ASSESSMENT METHODS (AMs)

Type of Assessment Methods	Weighting	CILOs to be addressed	Description of Assessment Tasks

Assignments	40 %	1, 2, 3, 4	Students will research and write various advertisements for different media and occasions.
Oral presentation	10 %	1, 2, 3	Students will make a short presentation on assigned examples of advertising writing, in which they analyse the work in terms of its structure, style, strategy, function and significance.
Participation	5 %	1, 2, 3, 4, 5	Based on the students' participation in in-class activities, such as discussion, short writing exercise, and small group presentation.
Analytical essay	15 %	1, 2, 3, 4, 5	A reflective and analytical essay on the research, planning and writing undertaken for items 1 and 2, including reflection on the cultural, social and commercial issues involved in advertising writing.
Examination	30 %	1, 2, 3, 4	A written examination to test students' knowledge on the advertisement, and their ability to apply writing strategies and skills learned in the course.

Last Update: 2019-06-11
Published Date: 2022-12-23

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