JMC 417

"Advertising Copywriting & Layout"

Catalog Description

A study of the theory, techniques and practical skills needed for writing both advertising copy and doing basic advertising layout.

Purpose

To build on the concepts learned in JMC 394 Introduction to Advertising and to introduce students to the basic concept of creating advertising for print, broadcast, and direct-reach media, and to help students to develop their writing skills.

Course Objectives

By the end of the course, you should be able to:

- A) Demonstrate an understanding of the principles of creating advertising for a variety of media
- B) Demonstrate an understanding of the creative process
- C) Effectively use creative, writing, and design skills
- D) Develop advertising materials and a complete creative presentation
- E) Continue to demonstrate a mastery of the advertising concepts learned in JMC 394 Introduction to Advertising including target marketing, media strengths and weaknesses, ad industry structuring, and ethics.

Content Outline

- A) Developing ideas and appealing to various audiences;
- B) Writing copy for print/direct reach;
- C) Basics of layout for print;
- D) Writing for radio;
- E) Writing for TV;
- F) Law and Ethics.

Instructional Activities

Lecture and discussions, written assignments, in-class and out-of-class computer assignments, layout assignments.

Resources

Textbooks, print media ads, broadcast ads, professional publications.

Texts and Prerequisites

JMC 394, writing proficiency, typing proficiency (40 words per minute)