

Course Name : Writing Techniques in Integrated Communication							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
IMC 201	B	Fall	4.00	0.00	0.00	4.00	6.00
Lecturer Anxhela Hoxha, PhD							
Assistant							
Course language Albanian							
Course level Bachelor							
Description Kjo lëndë shumë praktike ndihmon studentët të kuptojnë se si të shkruajnë kopje profesionale dhe efektive duke ju përshtatur mënyrave të ndryshme të reklamimit, duke përfshirë mediat e shkruara, elektronike, dhe ato jo-tradicionale. Pjesëmarrësit fitojnë një kuptim të asaj që e bën një histori të mirë dhe teknikat kryesore për të shkruar kopje efektive dhe angazhuese, si dhe rëndësinë e redaktimit të suksesshëm.							
Objectives Through this course, it is intended that students learn the basic principles and develop skills in writing techniques in integrated communication (copywriting) for advertising in the media with a special focus on the main print media, outdoor, television, radio, direct mail, online, etc. It is also intended that students develop an understanding of the advertising production process with a basic involvement in process management for print and electronic media.							
Core Concepts							
Course Outline							
Week	Topic						
1	"Course introduction, books to read, introduction to the course: how a marketing agency is structured, what a copywriter is and his/her role in an agency, copywriter as a freelancer; case presentations; Assignment: find 2-3 products that you buy most often"						
2	"Persuasion: Why words are needed to sell; the power of words; ethical concepts, advice; the AIDA sales funnel; what makes a successful campaign; understanding the budget; case studies; Part two assignment and discussion: from the products, find as many advertisements about it as possible, make a short presentation where you analyze the elements used. Save the presentation for the end of the course, so that we can make a comparison (hour 13)."						
3	"The basics of a creative's work: campaign brief, personas, USP, researching previous client and competitor campaigns, words that speak to buyers; case studies; Part 2 task and discussion: creating a message for a campaign depending on the brief"						
4	"Slogans: the difference between a message and a slogan, why they are needed, how they speak (slogan/sub-slogan/product features), 4 U's; call to action; tone of voice, case studies; Part 2 task and discussion: Creating a slogan"						
5	"Posters: dynamic text on a stationary medium, the relationship between text and image, types of posters, metaphors in posters, case studies; Part 2 task and discussion: Creating a poster"						
6	"Direct sales materials: what is BTL marketing, events, brochures, sales letters, direct marketing; case studies; Part 2 task and discussion: Creating a brochure, BTL ideas"						
7	"Public relations, how to sell with style, like advertising get news value; other uses of advertising other than direct sales; political marketing; case studies; Part Two assignment and discussion: PR Article"						
8	Semifinal Exam						

9	"Classic advertising: TVC and radio; scriptwriting schemes, telling a story in 30 seconds, in 15 seconds, in 6 seconds, bumper ads, storyboards, adapting the look to the sound; case studies; Part Two assignment and discussion: Creating TVC and radio"
10	"Writing for the web, the science behind websites, how to avoid leaving the page and keep the reader until the end, emails case studies; Part Two assignment and discussion: Creating writing for the web, with words for SEO"
11	"Social media: Facebook, Instagram, content vs. Copy, targeting, the Cambridge Analytica phenomenon; tools, how to turn followers into buyers; viral, case studies; Part Two Assignment and Discussion: Adapting a Campaign for Social Media"
12	Guerrilla Marketing and Product Creation for a Specific Campaign: What It Is; Why It's Used; What Tools Are There; What Goals Does It Achieve; Buzz; Case Studies; Part Two Assignment and Discussion: Ideas for Guerrilla Marketing
13	"Summary: Course Assignment Presentations, Portfolio Creation."
14	"Course Assignment Presentations, Complete Campaign, Portfolio Creation"
15	"Review: What We've Learned, What We've Achieved, Comparison to Lecture 2 Presentation"
16	Final Exam
Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	<ul style="list-style-type: none"> • The Adweek Copywriting Handbook_ The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters, Joseph Sugarman, (2006) • The Idea Writers_ Copywriting in a New Media and Marketing Era-Palgrave Macmillan US, Teresa Iezzi, (2010) • Persuasive Online Copywriting_ How to Take Your Words to the Bank -Wizard Academy Press, Bryan Eisenberg, Jeffrey Eisenberg, Lisa T. Davis (2006) • 100 Great Copywriting Ideas_ From Leading Companies Around the World (100 Great Ideas), Andy Maslen (2010) • Basics Advertising_ Copywriting_ The Creative Process of Writing Text for Advertisements or Publicity Material-Ava Publishing, Rob Bowdery, (2008) • Libri i psikologjisë - DK (Aeditions) • Libri i biznesit - DK (Aeditions) • How to Write Great Copy_ Learn the Unwritten Rules of Copywriting, Dominic Gettins (2006) • Copywriting _successful writing for design, advertising, and marketing-Laurence King Publishing, Mark Shaw (2012) • The copywriter's handbook_ a step-by-step guide to writing copy that sells -Henry Holt, Robert W. Bly (2006) • Psychology of Entertainment Media_ Blurring the Lines between Entertainment and Persuasion-Psychology Press, L.J. Shrum (2003) • Advertising For Dummies-Wiley Pub., Inc, Gary Dahl (2007) • Inside the Minds Staff - The Art Of Advertising-Aspatore Books, Mike Toth, Christopher Santry (2003) • Advertising Secrets of the Written Word_ The Ultimate Resource on how to Write Powerful Advertising Copy from One of America's Top Copywriters and Mail Order Entrepreneurs, Hafer D. (1998) • Advertising and the Mind of the Consumer-Allen & Unwin, Max Sutherland (2009) • Ads to Icons_ How Advertising Succeeds in a Multimedia Age, Springer P. (2007) • Mixed Media_ Moral Distinctions in Journalism, Advertising, and Public Relations-Routledge, Tom Bivins (2003) • Confessions of an Advertising Man-Southbank Publishing, David Ogilvy_ Alan Parker (2004)
References	<ul style="list-style-type: none"> • Ads of the World • Adweek • AdForum • World's Best Case Studies

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	1	30	
Quizzes	0	0	
Projects	1	10	
Term Projects	1	20	
Laboratory	0	0	
Class Participation	1	10	
Total in-term evaluation percent		70	
Final exam percent		30	
Total		100	
ECTS Workload (Based on Student Workload)			
Activities	Quantity	Duration (hours)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)	16	4	64
Study hours outside the classroom (Preparation, Practice, etc.)	14	4	56
Duties	2	10	20
Midterms	1	10	10
Final Exam	1	10	10
Other	0	0	0
Total Work Load			160
Total Work Load / 25 (hours)			6.40
ECTS			6.00