

**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

<b>Lecturer</b>	Anxhela Hoxha, PhD
<b>Assistant</b>	
<b>Course language</b>	Albanian
<b>Course level</b>	Bachelor
<b>Description</b>	This is a practical course that teaches students the techniques of writing effective copy according to different advertising mediums, including traditional and non traditional media. Participants learn how to evaluate a good story and the proper techniques how to write an engaging copy. They also learn tricks on how to be creative in the advertising field.
<b>Objectives</b>	The course leads students through the principles and the right tools of effective copy in all sorts of media.
<b>Core Concepts</b>	1. Marketing 2. Advertising 3. Copy 4. Creative ideas 5. Creative tools

**Course Outline**

Week	Topic
1	Introduction to the course: what is an advertising agency, what is a copywriter
2	Persuasion, powerful words, ethical concepts, AIDA, understanding the budget, case studies
3	Basic tools: brief, personas, USP, meaningful words, case studies
4	Taglines, difference between a tagline and message, 4 Us, call to action; tone of voice, case studies
5	Prints: headline/ sub headline, text and image, creative devices, case studies
6	BTL, events, sale letters, direct marketing, case studies
7	PR articles, political marketing, case studies
8	Midterm exam
9	Practical creative session: print, leaflet, social media campaign
10	Classical advertising: TVC, writing scripts, telling a story in 30, 15, 6 seconds, storyboards, case studies
11	Radio, writing tools, image through VO, case studies
12	Writing for web, keeping the reader interested, keywords SEO, case studies
13	Social media postings and tools, case studies
14	Practical creative session: full campaign
15	Discussion on results and achievements
16	Final Exam

<b>Prerequisites</b>	The student must attend the course at a minimum rate of 75%.
<b>Literature</b>	<ul style="list-style-type: none"> <li>• Confessions of an Advertising Man-Southbank Publishing, David Ogilvy_ Alan Parker (2004)</li> <li>• Mixed Media_ Moral Distinctions in Journalism, Advertising, and Public Relations-Routledge, Tom Bivins (2003)</li> <li>• Ads to Icons_ How Advertising Succeeds in a Multimedia Age, Springer P. (2007)</li> <li>• Advertising and the Mind of the Consumer-Allen &amp; Unwin, Max Sutherland (2009)</li> <li>• 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)</li> <li>• Inside the Minds Staff - The Art Of Advertising-Aspatore Books, Mike Toth, Christopher Santry (2003)</li> <li>• Advertising For Dummies-Wiley Pub., Inc, Gary Dahl (2007)</li> <li>• Psychology of Entertainment Media_ Blurring the Lines between Entertainment and Persuasion-Psychology Press, L.J. Shrum (2003)</li> <li>• The copywriter's handbook_ a step-by-step guide to writing copy that sells -Henry Holt, Robert W. Bly (2006)</li> <li>• 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)</li> <li>• Libri i biznesit - DK (Aeditions)</li> <li>• Libri i psikologjisë - DK (Aeditions)</li> <li>• Basics Advertising_ Copywriting_ The Creative Process of Writing Text for Advertisements or Publicity Material-Ava Publishing, Rob Bowdery, (2008)</li> <li>• 100 Great Copywriting Ideas_ From Leading Companies Around the World (100 Great Ideas), Andy Maslen (2010)</li> <li>• Persuasive Online Copywriting_ How to Take Your Words to the Bank -Wizard Academy Press, Bryan Eisenberg, Jeffrey Eisenberg, Lisa T. Davis (2006)</li> <li>• The Idea Writers_ Copywriting in a New Media and Marketing Era-Palgrave Macmillan US, Teressa Iezzi, (2010)</li> <li>• The Adweek Copywriting Handbook_ The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters, Joseph Sugarman, (2006)</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>• World's Best Case Studies</li> <li>• AdForum</li> <li>• Adweek</li> <li>• Ads of the World</li> </ul>
<b>Course Outcome</b>	
<b>1</b>	Students will learn different styles and tones of different formats of marketing
<b>2</b>	Students will show basic skills in copywriting on different media, will write TVC and radio scripts
<b>3</b>	Students will be able to evaluate the quality of an advertising campaign

<b>Course Evaluation</b>			
<b>In-term Studies</b>	<b>Quantity</b>	<b>Percentage</b>	
Midterms	1	40	
Quizzes	0	0	
Projects	0	0	
Term Projects	0	0	
Laboratory	0	0	
Class Participation	1	10	
<b>Total in-term evaluation percent</b>		<b>50</b>	
<b>Final exam percent</b>		<b>50</b>	
<b>Total</b>		<b>100</b>	
<b>ECTS Workload (Based on Student Workload)</b>			
<b>Activities</b>	<b>Quantity</b>	<b>Duration (hours)</b>	<b>Total (hours)</b>
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	0	0	0
Midterms	1	10	10
Final Exam	1	10	10
Other	1	0	0
<b>Total Work Load</b>			<b>140</b>
<b>Total Work Load / 25 (hours)</b>			<b>5.60</b>
<b>ECTS</b>			<b>6.00</b>