



COM 551 Advanced Advertising Copywriting

Winter 2024

Course Credits: 4

Contact Hours: 56 hours

Instructor: TBA

Email: TBA

COURSE OBJECTIVES

This course is designed to equip students with the strategic and creative skills needed to excel in the dynamic field of advertising. Through a combination of theoretical insights, practical exercises, and real-world case studies, students will develop the ability to craft compelling and effective advertising messages that resonate with target audiences across various platforms.

Upon completion of this course, students will be able to:

1. Develop a deep understanding of the principles and psychology of effective advertising copy.
2. Analyze and critique advertising copy from a creative and strategic perspective.
3. Apply consumer psychology and behavioral insights to enhance the effectiveness of advertising messages.
4. Create a professional portfolio showcasing a variety of copywriting projects.
5. Develop advanced copywriting skills for different media channels, including digital, print, and broadcast.

PREREQUISITES

COM 312 Creative Development; COM 350 Creative Advertising Strategies

GRADING

Grades will be determined by accumulating points, with 100 points being the maximum, as follows:

ITEM

POINTS



3 Assignments	30 Points
Presentation	10 Points
Midterm Exam	30 Points
Final Exam	30 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$.

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

Ogilvy on Advertising by David Ogilvy, 1983

Recommended (Optional) Texts or Other Materials:

None

COURSE TOPICS

MODULE	TASKS
Module 1	Topics: Topic 1: Introduction to Advanced Copywriting Topic 2: Understanding consumer motivations Topic 3: Psychographic profiling for effective targeting Topic 4: Applying behavioral insights in copywriting Assessments: Assignment # 1
Module 2	Topics: Topic 5: Copywriting for Digital Media Topic 6: Print Advertising Topic 7: Editorial Copy Topic 8: Broadcast Copywriting Assessments: Assignment # 2



Module 3	Topics: Topic 9: Developing creative briefs for copywriting projects Topic 10: Ideation sessions and brainstorming techniques Topic 11: Crafting unique and memorable advertising concepts Topic 12: Copy Editing and Revision Assessments: Midterm Exam
Module 4	Topics: Topic 13: Grammar and style guidelines Topic 14: Collaborative editing exercises Topic 15: Revising and refining copy for maximum impact Topic 16: Proofreading techniques Assessments: Assignment # 3
Module 5	Topics: Topic 17: Portfolio Development and Presentation Topic 18: Creating a professional portfolio Topic 19: Crafting a personal brand as a copywriter Topic 20: Presentation skills for copywriters Assessments: Presentation Final Exam

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.



LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (e.g., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

DISABILITY ACCOMMODATION

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a



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learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.