

Syllabus

B.A. (MULTIMEDIA AND MASS COMMUNICATION)

(Sem.- III)

Title of Paper: Basics of Copywriting

| Sr. No. | Heading | Particulars |
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| 1 | Description the course : Including but Not limited to : | The Basics of Copywriting introduce students to the core principles of writing persuasive and impactful content for advertising and marketing. It covers the purpose of copywriting, the role of a copywriter, and the importance of clear, concise, and compelling messaging. Students learn how copy influences consumer behavior, supports brand identity, and communicates value across different platforms. This foundational knowledge sets the stage for advanced creative writing and campaign development. |
| 2 | Vertical : | Minor |
| 3 | Type : | Theory |
| 4 | Credit: | 2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester) |
| 5 | Hours Allotted : | 30 Hours |
| 6 | Marks Allotted: | 50 Marks |
| 7 | Course Objectives: <ul style="list-style-type: none"> Understand the role and importance of copywriting in advertising, branding, and marketing communication. Identify the key responsibilities and skills of a copywriter, including creativity, clarity, and persuasion. Recognize the essential elements of effective copy, such as headlines, slogans, and calls to action. Develop awareness of audience-centric writing, focusing on tone, message, and purpose. Build foundational knowledge that supports creative idea development and media-specific copywriting. | |

| 8 | Course Outcomes: <ul style="list-style-type: none"> Identify the role and responsibilities of a copywriter. Explain basic concepts and techniques in copywriting and creative thinking. Use various methods like brainstorming, imagination, and observation to generate effective advertising ideas. Develop a creative mindset and discover the “Big Idea” behind successful ad campaigns. Write compelling copy that aligns with different brand voices and tones. Use storytelling and emotional appeals to influence target audiences. | |
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| Sr. No. | Heading | Particulars |
| 1. | Introduction to Copywriting (10 Hours) | <ul style="list-style-type: none"> Basics of Copywriting <ul style="list-style-type: none"> What copywriting is all about What a copywriter does Creative Thinking <ul style="list-style-type: none"> How to develop a creative mindset How great ideas are formed Finding the <i>one big idea</i> behind a campaign How to make people believe in your brand and take action Techniques for Coming Up With Ideas <ul style="list-style-type: none"> Fun and useful ways to spark creativity like: <ul style="list-style-type: none"> Brainstorming Asking questions Looking at pictures Using imagination and observation Referencing other ideas, dreaming, and more Transcreativity <ul style="list-style-type: none"> What it is and why it’s important (adapting creative work across cultures or languages) |
| 2. | Writing for Advertising (10 Hours) | <ul style="list-style-type: none"> Understanding Briefs <ul style="list-style-type: none"> What a marketing brief is What a creative brief is How to Write Persuasive Copy <ul style="list-style-type: none"> Using the right tone of voice Giving your writing personality Writing in a way that grabs attention and changes how people think Using emotion and storytelling Learning from the best ad campaigns today |

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| 3. | Media and Audiences (10 Hours) | <ul style="list-style-type: none"> • Writing for Different Media Platforms <ul style="list-style-type: none"> • Print ads: headlines, captions, body text, slogans • TV ads: scripts, visual planning, silence, styles • Outdoor ads like posters • Radio scripts • Digital ads for social media (Facebook, Instagram, etc.) • Web content • How to Write Different Kinds of Ads <ul style="list-style-type: none"> • Direct mailers • Classified ads • Press releases • B2B (business-to-business) content • Email marketing • Advertorials (ads in the form of articles) <p>Infomercials</p> |
| 10 | Books / References: <ul style="list-style-type: none"> • “The Copywriter’s Handbook: A Step-by-Step Guide to Writing Copy That Sells” <i>Author: Robert W. Bly</i> • Creative Advertising: An Introduction” <i>Author: Miriam Sorrentino</i> • “Advertising Concept and Copy” <i>Author: George Felton</i> | |
| 11 | Internal Continuous Assessment: 40% | External, Semester End Examination 60% Individual Passing in Internal and External Examination |
| 12 | Continuous Evaluation through: <ol style="list-style-type: none"> 1. Individual/ group project 2. Write a copy for an AD. 3. Presentation 4. Assignment | |