

BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, PILANI

INSTRUCTION DIVISION

FIRST SEMESTER 2016-2017

Course Handout

Date: 02/08/2016

In addition to part-I (General Handout for all courses appended to the time table) this portion gives further specific details regarding the course.

Course No. : GS F341

Course Title : Copywriting

Instructor-in-charge : Gajendra Singh Chauhan

1. Scope and Objective of the course:

Copywriting is the corner-stone of ALL successful marketing. Copywriting empowers you with the ability to **turn words into dollars**. Effective copy can play an important role in shaping perceptions about products, services and brands. The course requires a sound knowledge of advertising communications and will explore all aspects of writing for print, radio, television and online. It extensively prepares the students to write and develop ad copy for various media while selecting tone(s), style(s) and approach(es) for ad copy....It further equips the students to communicate the strategy and specific assignments to a team using a Creative Brief.

2. Text book:

June A. Valladares. **The Craft of Copywriting**. Response Books, New Delhi, 2007.

3. Reference Books:

R1: David Ogilvy. **Ogilvy on Advertising**. Vintage Books, New York, 1985.

R2: Robert W. Bly. **The Copywriter's Handbook: A Step-by-Step Guide to Writing Copy That Sells**. Henry Holt & Company, New York, 2006.

R3: Sanjay Tiwari. **The (un) Common Sense of Advertising**. Response Books, New Delhi, 2007.

4. Course Plan:

Lecture No.	Learning Objectives	Topic to be Covered	Reference/Chapter
1-2	Contemporary Advertising Trends	Advertising Today	Class notes
3-4	To understand the emotions and psychology behind successful communications, how to get started	Copywriting and Advertising	Ch-1,2,3&4
5-6	To know and practice the main ingredients of branding and translating them into successful business copy	Copy Idea Factory	Ch-11-14
7-8	To read your target audience, Understanding people's needs and trying to write their perspective	Your Audience - Whether on a Screen or on Paper	Ch-9-10
9	To interpret and analyse a creative brief	Creative Brief and Creative strategy	Ch 7-8
10-12	Getting a creative brief producing concepts, and learning the elements of the print ad	Punchy Print Ads	Ch-5 &16
13-14	To turn an idea into an effective, integrated campaign, ways to the winning headlines, justifying subheads and leading body copy	Skills for Headline writing. Basics of Body Copy	Ch-17-18
15	To inculcate the best practices for combining words and images	Marriage of Copy and Visual	Ch-15
16-17	To know the format, types and technical literature for developing Leaflets and Brochures	Writing Leaflets and Brochures	Class notes
18-19	To learn how to write a powerful opening, to achieve the ideal style and format, and to boost one's response rate	Better Direct Mail	Ch-20
	To learn the nitty-gritty	Writing for Radio	Ch-22

20-21	of Radio Copy, how to develop your commercial and avoid mistakes in radio copy		
22-23	To understand the pros and cons of TV, the cost of making TV commercials and how to write TV copy	Writing for Television	Ch-21
24-25	To learn the essentials of outdoor media, its strengths and weaknesses; preparing a copy for OD media	Writing for Outdoor and Transit Media	Ch 24
26-27	To discuss and learn from the best advertising campaigns of the century	Case studies and Campaigns	Open Source
28-32	Assignments and Copy Practice	Copy Practice	

5. Evaluation Schedule:

S.No.	Evaluation Component	Duration	Weight age %	Date & time	Nature of Component
1	Mid Semester Test	90 min	30	3/10 10:00 - 11:30 AM	CB/ OB
2	Assignments 1. Brainstorming 2. Radio Copy 3. Creative Brief Presentation 4. Broucher & Leaflet 5. Business/Direct (e)Mail		35		
3	Comprehensive Exam	2hrs	35	1/12 FN	CB

6. Make up Policy: No make up for assignments. Make Up for Mid Sem & Comprehensive Exam - subject to prior permission.

7. Chamber consultation hours: To be announced in the class.

8. Notices: All the notices concerning this course will be displayed on 'Nalanda'.

Instructor-in-Charge