



BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, Pilani
Pilani Campus
AUGS/ AGSR Division

SECOND SEMESTER 2020-2021

Course Handout (Part - II)

Date: 18/01/2021

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 F344
Course Title: COPYWRITING
Instructor-in-Charge: GAJENDRA SINGH CHAUHAN
Instructor:

1. Course Description:

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. Scope and Objectives

- To introduce the concept of copywriting in advertising
- To connect the various advertising concepts and theories to the art of copywriting
- To generate ideas for successful business copy
- To prepare the students to learn business content writing
- To uncover the basics of the traditional and digital media for copywriting
- to expose the students through various hands on copy activities relating to different media
- To learn to write ethically and value driven copy for sustainable business

3. Prescribed Text book:

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

4. Reference books:

R1. 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 Bovee et al. 1995. Advertising Excellence. New York: McGraw Hill.



5. Course Plan

Module Number	Lecture session/Tutorial Session.	Reference	Learning Outcome
1. Copywriting: Today, tomorrow and yesterday	L(1-2) Contemporary Copywriting Scenario	Class notes	Understanding the historical aspect of copywriting
2. Copywriting and Advertising	L(3-4) Definition, Copy as Communication,	Ch.1-4	Sensing the emotions and psychology behind successful communications, how to get started
3. Copy Idea Factory	L(5-6) Branding concepts and copywriting	Ch. 11-14	Knowledge and application of branding and translating into successful business copy
4. Your Audience - Whether on a Screen or on Paper	L(7-8) Consumer Behaviour	Ch. 9-10	Reading your target audience, and understanding people's needs and trying to write as per their perspective Knowledge of print advertising, design planning and creative expression through language and visual
5. Creative Brief and Creative strategy	L(9-10) Creative Brief: significance, structure and strategy	Ch. 7-8	Design, Interpretation and analysis of a creative brief
6. Punchy Print Ads	L(11-12) The Essentials of Print Copy:	Ch-5 &16	Ability to learn and deliver the print advertising campaigns
	L(13-14) Skills for Headline writing. Basics of Body Copy	Ch. 17-18	Turning an idea into an effective, integrated campaign, the winning headlines, justifying



BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, Pilani
Pilani Campus
AUGS/ AGSR Division

			subheads and leading body copy
7. Marriage of Copy and Visual	L(15-16) Synchronization of words and images in copy	Ch-15	Inculcating the best practices for combining words and images
8. Copywriting for other forms of print media	L(17-18) Writing Leaflets and Brochures	Class notes	knowing the format, types and technical literature for developing Leaflets and Brochures
9. Radio Copy	L(19-20) Writing Jingles and scripts for Radio,	Ch-22	Learning the nitty-gritty of Radio Copy, how to develop your commercial and avoid mistakes in radio copy
10. Mail Copy	L(21-22) Better Direct Mail	Ch-20	Understanding of writing a powerful opening, to achieve the ideal style and format, and to boost one's response rate
11. TV Copy	L(23-25) Writing for Television: Dos and don'ts of TV copy	Ch-21	The ability to understand the pros and cons of TV, the cost of making TV commercials and scripting a TV copy
12. Outdoor Copy	L(26-27) Writing for Outdoor and Transit Media	Ch 24 (Self-reading)	Preparing a copy for OD media, learning the essentials of outdoor media, its strengths and weaknesses
13. Best Advertising campaigns	L(28) Case studies and Campaigns	Open Source	Learning from the best advertising campaigns of the century
14. Copy Practice	L(29-32) Assignments and Copy Practice	In-class	Hands-on exposure and training to generate ideas successfully



BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, Pilani
Pilani Campus
AUGS/ AGSR Division

After completing this course, the students will be able to

- 1) Develop the understanding of copywriting and its significance for promotion and advertising
- 2) Write the creative copy for saleable ideas to build brands
- 3) Distinguish the beauty of words and power of pictures in effective copy
- 4) Plan the copy keeping in mind the target audience and media
- 5) Apply how the copy works in different media depending upon the brands, audience and market

6. Evaluation schedule:

S. No.	Evaluation Component	Duration	Weightage (Marks)	Date & Time	Nature of Component
1.	Mid Sem	90 minutes	30% (60)	As announced in the Timetable	Closed Book
2.	2 Assignments	50 minutes	40% (80)	To be announced in the class	Open Book
3.	Comprehensive Examination	120 minutes	30%(60)	As announced in the Timetable	Closed Book

7. Make up Policy: Make Up- subject to prior permission.

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

9. Notices: All the notices concerning this course will be announced at Nalanda/ in class.

10. Note (if any):

Instructor-in-Charge

GS F344