

Creative Marketing: One-Day Intensive

This is a sample syllabus. Actual course topics and assignments may vary by instructor and class.

Morning session

Introduction

What is great copywriting?

Finding a voice

How to write drop-dead headlines

Writing long without being long-winded

Afternoon session

No such thing as writer's block

Writing for the Web

Addressing particular needs

Wrap Up

In-Class Exercises

The big idea

Good, better, best headlines

Reduce and spruce