

# Copywriting: Mastering Ad Writing

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

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## Week 1

How to get the most out of this course, the vision of a copywriter, the basic anatomy of an ad. Defining terms, intro to working in the field, working with an art director, how writing skills translate to copywriting skills.

Assignment: Analyze several posted ads.

## Week 2

Understanding branding, positioning, and strategy in copywriting. Coming up with concepts. Introduction to creative briefs. The life of an agency copywriter.

Assignment: Brainstorming exercise and write a creative brief.

## Week 3

Writing effective headlines, writing concepts, what a copy deck looks like.

Assignment: Using a sample creative brief, write three concepts, with one headline and one short section of body copy. Then, take a look at the posted ad spread and write three headline options.

## Week 4

Effective headlines continued, subheadlines, checklist for writing headlines, the life of a freelance copywriter.

Assignment: Write a series of headlines for the posted sample creative brief. Select three and add a subheadline and brief body copy.

## Week 5

Subheads and body copy, revising copy in an agency setting.

Assignment: Using the posted sample creative brief, come up with a full ad, including headlines, subheads, and body copy (3 executions).

## Week 6

Writing a full ad campaign, taglines, long copy part 1, life of corporate and not-for-profit copywriter.

Assignment: Pick two of the top taglines listed in this lesson and discuss why it's been effective for you and millions of consumers. Then, write a campaign using the posted creative brief.

## Week 7

Long copy, part 2.

Assignment: Find a web site that sells a product or service and write a creative brief and brochure based on this imaginary client.

## Week 8

Writing for the web, annual reports, building your portfolio and job hunting.

Assignment: Write a campaign which will include an invitation, magazine ad, and a new web page for a site. Write a brief commentary on your execution as if you were pitching it to a client.