

Copywriting: Mastering Ad Writing

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

Week 1

Introduction: What are taglines and logos? How are creative briefs written? The purpose of good print ads.

In-class exercises: Rewriting tag lines. Print ad rewrites and creation. Creative brief creation.

Assignment: Ads you love and hate. Create 4 print ads based on a product of your choice. Rewrite 4 print ads.

Week 2

The Landor naming brief: points to consider when naming. The process of naming.

In-class exercises: Rewriting the product name and logo. Adding a naming element to the creative brief.

Assignment: Rewrite 4 names of your choosing in keeping with the product's brand personality. Create 4 print ads for the newly named products.

Week 3

How to utilize billboards to their maximum advantage. Billboards as presented in the *Hey, Whipple* book.

Catalog copy and its purpose.

In-class exercises: Billboard creation. Catalog copy creation.

Assignment: Gather 3 billboards and catalog copy you like and 3 you don't. Rewrite 5 catalog copy blurbs.

Week 4

Packaging copy. Signage, coffee sleeves, and banner ads. Synergistic print ads/events with multiple brands.

In-class exercises: Packaging copy creation. Coffee sleeve challenge. Banner ad creation. Synergistic print ad.

Assignment: Rewrite 5 package blurbs. Create a synergistic print ad.

Week 5

Website copy, radio copy and their purposes. The differences/similarities in nonprofit and public service ads.

In-class exercises: Website and radio ad copy creation.

Assignment: Gather 3 nonprofit or public service print ad examples. Rewrite a website's opening page copy.

Week 6

Nonprofit, public service, and political ads – what makes them engaging and effective?

In-class exercises: Nonprofit, public service, and political ad creations.

Assignment: Bring in 3 direct mail examples. Create 1 nonprofit, 1 public service, and 1 political ad.

Week 7

The purpose of direct and business to business direct mail - what makes them effective? The goals of TV ads.

In-class exercises: Nonprofit, public service, political, and TV ad creations.

Assignment: Put portfolio together for review next week.

Week 8

Review of final portfolio pieces. Class receives list of agency contacts. Review portfolio advice culled from previous guest speakers.

