

## SYLLABUS

**Name of Course** : **COPYWRITING (114)**  
**Type** : **GE / Thy**  
**NSQF Level** : **6 P**

**Prerequisite of the Course** :

The prerequisite of this course is to inculcate the deep understanding of creativity and skill enhancement of Ad Copywriting.

**Objectives of the Course** :

On completion of the course students should be able to:

1. To understand various aspects of Copy writing along with types and Classification.
2. To know the concept of creativity
3. To design an Ad Campaign

**Syllabus of the Course** :

<b>Unit -I</b>	<b>Creativity for Copywriting</b> 1. Concept of Creativity 2. Creative brief and USP 3. Creative thinking (Vertical and lateral) 4. Creative process	<b>L- 15</b>
<b>Unit – II</b>	<b>Copywriting</b> 1. Copywriting : Concept and importance 2. Visualization : Concept and importance 3. Creative ad copy for different media :Print, Broadcast, Web and Outdoor 4. Psychological effects used in advertisements : Empty space, Halo and Zeigernik	<b>L- 15</b>
<b>Unit - III</b>	<b>Ad Campaigns</b> 1. Types of Ad Campaign 2. Stages of Campaign Planning 3. Advertising appeals : Rational and Emotional 4. Message Design Approaches	<b>L-15</b>
<b>Unit-IV</b>	<b>Ad Marketing Concepts</b> 1. The Marketing Plan 2. Situation Analysis to the Marketing Mix 3. Target Segment 4. Positioning	<b>L-15</b>

**Suggested Readings :**

1. Aaker, David A., Rajeev Batra and John G. Myers. Advertising Management. Prentice-Hall, New Delhi.
2. Sengupta, Subroto, Brand Positioning. Tata McGraw-Hill Publishing Co., New Delhi.
3. Rege, G.M., Advertising Art and Ideas. Kareer Institute, Bombay.
4. Caples, John., Tested Advertising Methods. Harper & Bros, New York.
5. Oglivy, David, The Unpublished David Oglivy. Sidgwick & Johnson, London.
6. Harrison, Tony (Ed.), A Handbook of Advertising Techniques. Kogan Page, London.
7. Chunnawala, S.A. and K.C. Sethia. Foundations of Advertising: Theory and Practice. Himalaya Publications, Bombay.
8. Shrivastava, KM, Social Media in Business and Governance, Sterling Publishers, New Delhi, 2013

**Learning Outcomes :**

After the completion of the course, students will be able to;

LO1: Students will be able to understand key concepts of Ad Copywriting.

LO2: Students will be able to understand making of creative advertising.

LO3: Students will be able to understand the concept of creativity of advertisement.

**Scheme of Examination :**

<b>Theory</b>	<b>Internal Assessment</b>	<b>Practical</b>	<b>Total</b>
60	20	20	100