MKTG 348 : Advertising Copywriting, Design and Production

A. Course Description

Credits: 4

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week :

MnTC Goals: None

In advertising and marketing today copywriting is more important than ever. Effective copy needs to cut through the clutter, whether it's used for ads, social media, web sites, email blasts, video scripts, direct mail or brochures. The focus of this course is learning how to write compelling copy, incorporating positioning, creative briefs, research, features and benefits, creation of an advertising premise and copy organization. Writers are often expected to do it all, so the course also covers design basics and production terminology and practices.

B. Course Effective Dates: 12/14/2014 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. Understand the creative/production process of print ads and collateral materials through all stages (concept, design, production, proof, pre-press, bindery and distribution) as well as exploring interactive marketing and social media advertising.
2. Understand the effective development of results-oriented copywriting.
3. Understand the importance of relationships with agency peers, internal and external clients and outside resources.

E. Learning Outcomes (MN Transfer Curriculum)

This contains no goal areas.

G. Special Information

Prerequisite: Goal I: Communication - Part I Writing.