

Course Title	<b>COPYWRITING ESSENTIALS</b>
Course Code	<b>MKT 229</b>
Course Purpose and Objectives	The purpose of the Copywriting Essentials course is to equip the students with the foundational knowledge and practical skills necessary to excel in the field of copywriting. Through a comprehensive exploration of copywriting techniques, and best practices, they will learn how to create persuasive, engaging, and impactful content that effectively communicates brand messages and drives desired actions from target audiences.
Learning Outcomes	<ol style="list-style-type: none"> <li>1. Show ability to create persuasive and engaging copy that effectively communicates brand messages and drives desired actions.</li> <li>2. Show understanding of consumer psychology and behavior, leading to more impactful messaging and communication strategies.</li> <li>3. Develop writing style and tone to suit different audiences, platforms, and marketing objectives.</li> <li>4. Apply copywriting techniques to various marketing channels and formats.</li> <li>5. Explain ethical considerations in copywriting and advertising practices.</li> </ol>
Course Content	<ul style="list-style-type: none"> <li>• Introduction to Copywriting</li> <li>• Crafting Attention-Grabbing Headlines</li> <li>• Persuasive Writing Techniques</li> <li>• The Art of Storytelling</li> <li>• Adapting Tone and Style</li> <li>• Editing and Refining Copy</li> <li>• Copywriting for Digital Channels</li> <li>• Ethical Considerations in Copywriting</li> <li>• Portfolio Development</li> </ul>