

Advertising Copywriting

Code: 103141
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OB	3	2

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

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Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: Yes

Teachers

Ángel Sánchez Sanchez Sancho

Prerequisites

None

Objectives and Contextualisation

Know, study, reflect, examine and practice the role of Copywriter as a key professional within the organizational structure of an advertising agency, its functions and operational development in both Above The Line (ATL) and Below The Line (BTL) devising and writing all kinds of advertising pieces.

Competences

- Apply creative techniques in writing advertisements.
- Demonstrate knowledge of the narrative and expressive characteristics of a creative advertising message.
- Manage persuasive communication creatively.
- Use one's imagination with flexibility, originality and ease.

Learning Outcomes

1. Apply the strategic principles that determine a campaign to developing a creative briefing.
2. Develop creative sales ideas.
3. Distinguish the fundamental principles of relational dialectics between repeatability and originality-innovation.
4. Identify the fundamental principles of recognition and significant difference.
5. Provide creative solutions to the advertisers communication problems, bearing in mind the budgetary limitations determining a campaign.

6. Use ones imagination with flexibility, originality and ease.

Content

AGENDA:

Part I

- 1- The figure of the copywriter. Great copywriters.
- 2- Strategy, idea, word.
- 3- Elements of copywriting: the headline.
- 4- Elements of copywriting: the body copy.

Part II

- 5- ATL copywriting (press, magazines, radio, TV, cinema, outdoor, internet).

Part III

- 6- BTL advertising copywriting (direct marketing, direct Internet marketing, e-mailing, mobile marketing, brochures, street marketing, Internet advertising, Social Networks, POS, sponsorship, etc.).

Methodology

- Theory to explain the key concepts (master class).
- Compulsory reading (books, articles, chapters, websites, blogs...).
- Optional readings (books, articles, chapters, websites, blogs...).
- Individual and group writing practices based on a briefing.
- Final practice of a 360° campaign of a real client (if possible).

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Tutorials	52.5	2.1	1, 6, 3, 2, 4
Type: Supervised			
Reading, analysing and synthesising texts, preparing and carrying out work	7.5	0.3	1, 6, 3, 2, 4
Type: Autonomous			
Theoretical classes, seminars and practices	82.5	3.3	1, 3, 2, 4

Assessment

Evaluation

Activity A: Theory 30% on the final grade.

Activity B: Specific practices 50% on the final qualification.

Activity C: Transmedia practice 20% on the final grade.

The proposed teaching methodology and evaluation may undergo some modification in the restrictions on attendance imposed by the health authorities.

Recovery

Students who obtain a grade of less than 1.5 (out of 3) for theory and a grade of less than 3.5 (out of 7) for practice will be required to make up the suspended part.

Requirements for passing the course

In order to pass the course, all of the previously specified evaluable activities must be passed without distinction.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Evaluation activities	0	7.5	0.3	1, 6, 3, 5, 2, 4

Bibliography

BASIC BIBLIOGRAPHY

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Estanyol, E. Serra C. Castellblanque, M. (2015), *¿Dónde cuentan sus historias las marcas*. Ed. UOC

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Anuncios: www.anuncios.com

El Periódico de la publicidad: www.periodicopublicidad.com

El Publicista: www.elpublicista.com

IP-Mark: www.ipmark.com

Control Publicidad: www.controlpublicidad.com

Marketing directo.com: www.marketingdirecto.com

Puromarketing: www.puromarketing.com

Yorokobu: www.yorokobu.es

Webs

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