MARKETING COMMUNICATIONS WRITING — MKTC 2105

A. Course Description
   - Credits: 3.00
   - Lecture Hours/Week: 3.00
   - Lab Hours/Week: 0.00
   - OJT Hours/Week: 0
   - Prerequisites: None
   - Corequisites: None
   - MnTC Goals: None

   Course examines how to write advertising copy for all areas of marketing communications such as the Internet, public relations, news media, scriptwriting, business writing as well as for print, radio, television and collateral media. Prerequisites: None.

B. Course Effective Dates: 8/21/06 – Present

C. Outline of Major Content Areas
   - As noted on course syllabus

D. Learning Outcomes
   1. create an advertisement for a product
   2. create an advertisement for a service
   3. define a target market
   4. define conceptualization in advertising
   5. define how new technology affects promotional writing
   6. define how to copyright copywriting
   7. define how to write for the Internet
   8. define techniques used to be creative in copywriting
   9. define the importance of marketing communications strategies
   10. define the term "two-fers"
   11. define the term metaphor-making
   12. define well-written body copy
   13. define what a headline is
   14. define what a strategy statement is
   15. define what voice means when writing copy
   16. discuss regulations and laws important to copywriters
17. discuss the factors which help people remember advertising copy
18. discuss the importance of integrating copywriting across marketing components
19. discuss the importance of visuals complimenting ad copy
20. discuss the technical process in which people read advertisements
21. discuss the use of special offers in advertising
22. discuss why it's important to understand consumer behavior before writing copy
23. discuss writing for public relations
24. explain body copy
25. explain fulfillment pieces to an advertising response
26. explain how new technology frequently changes the way some MarCom strategies are conducted
27. explain how to write a headline
28. explain how to write for the news media
29. explain the aspects that draw attention to ads
30. explain the components of an ad that produces results
31. explain the difference in writing styles from broadcast media and print media
32. explain the differences between broadcast media and print media
33. explain the importance of a headline
34. explain the importance of analyzing the marketplace before writing copy
35. explain the importance of color in advertising
36. explain the importance of ethics in copywriting
37. explain the importance of good graphic design in ads
38. explain the importance of researching products or service before writing copy
39. explain the power of truth in copywriting
40. explain the various types of metaphors
41. list the types of strategies available to the marketer
42. use step-by-step techniques to produce an effective advertisement
43. write copy for print media
44. write copy for radio
45. write copy for television
46. write in an appropriate business writing style
47. write marketing communications copy for a specific target audience
48. write metaphors into copy

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

F. Learner Outcomes Assessment
   As noted on course syllabus

G. Special Information
None noted