

Dakota County Technical College

MKTC 2105: Marketing Communications Writing

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

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: 08/21/2006 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

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

45. explain the importance of color in advertising
46. explain the various types of metaphors
47. write marketing communications copy for a specific target audience
48. write metaphors into copy

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted