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Creative copywriting: tools, skills and tactics to manage an effective campaign

PROF. STEFANIA VITULLI

OVERVIEW

Area: Marketing and Communication

Dates: 10 – 20 July (2 weeks)

Campus: Milan

Term: Summer School 2018

Credits: 6 ECTS

COURSE DESCRIPTION

The contents of this course are designed to allow students to learn how to approach a complete creative process: how to judge the quality of a creative brief and get the information you need for your work, how to approach to comm goals, brainstorming, relationship between art and copy and advertising concepts, how to structure the content and to sustain a message across multiple executions and media, how to create concise and impactful copy using consumers' insights.

As the course is thoroughly practical, students will learn how to develop consistent, original and creative idea throughout writing exercises and real case-studies introduced by guest speakers from advertising and social conversation agencies or from companies/institutions, so to follow the process from start to finish, so to taste the energizing and competitive mood which is typical of creative environment and so to understand how to develop a unique style of copywriting.

COURSE CONTENTS

Lesson 1: Course presentation and introduction to brand communication. What does it mean to write/to communicate/to sell in the prosumers' world and immersive reality.

Lesson 2: Brief interpretation and key elements.

Lesson 3: The big idea: how to identify and conceptualize it.

Lesson 4: Copy foundations and techniques, from headline to payoff.

Lesson 5: Midterm Exam: How to get from an assignment to completion in just a few hours and under pressure.

Lesson 6: Learn to think like a copywriter: how theatre, movies, arts could help you to steal ideas and to get actual words onto an actual page.

Lesson 7: The role of storytelling in marketing communication: what changed. On-line dialogue and brand communities. COMPANY VISIT EXPECTED TO A SOCIAL CONVERSATION OR A CREATIVE AGENCY

Lesson 8: Hints of script and screenwriting, from the storyboard/subject to final script and theories of storytelling creation, from the hero's journey to jo-ha-kyu



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Lesson 9: A trendy tool to create brand engagement and the social network perspective: content marketing copywriting/branded content. GUEST SPEAKER EXPECTED

Lesson 10: Final Exam: How to get from an assignment to completion in just a few hours and under pressure II

METHOD OF TEACHING

Interactive lessons with case study analysis, individual presentations, collection of materials and production of definitive campaigns.

Presentation of case studies by guest speakers.

GRADING

Class participation	20%
Individual assignments	20%
Midterm and final written exams	60% (30% + 30%)

COURSE READING AND MATERIALS

The lecturer's slides, readings and essays for exams and assignments will be available on Blackboard.

INDIVIDUAL ASSIGNMENTS

In order to test abilities in public speaking, use of creative tools, content comprehension and research, students will have to work on individual assignments, that will require a classroom presentation or a written paper.

MID-TERM EXAM

The Midterm Test will consist in the creation of a basic communication strategy and final copy campaigning/content in real time. The exam will take 4 hours.

FINAL EXAM

The final exam will consist in the creation of an advanced communication strategy and final copy campaigning/content in real time. The exam will take 4 hours.

RULES OF CONDUCT

Attendance: Attendance is mandatory and no absence/s will be excused. Unexcused absences will result in a ZERO in the grading scale. In case of health issues, students will need to inform both UCSC International Office (at international.advisor@unicatt.it) and the professor and provide a medical certificate.

Exam Date: The exam date cannot be re-scheduled. Unexcused absences will result in a failing grade. In cases of unforeseeable circumstances such as illness or injury on the day of the exams, the student must submit a medical certificate and communicate his/her absence to the Professor and UCSC International Office via email prior to the



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exam. If the student does not justify his/her absence through sufficient documentation and with adequate notice before the final test, the student will receive an automatic Failed.

INSTRUCTOR BIO

Stefania Micaela Vitulli is a creative consultant and journalist. She is contract professor of Business Communication at Università Cattolica del Sacro Cuore, Milan, where she teaches also Green Communication and Publishing Communication. She is research fellow at LabCom, UCSC, and professor and Senior Tutor at the Master in Corporate Communication, UCSC. She is the author of articles and academic papers on green communication and sustainability.

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