

Value Added Course
Session 2022-23
Certificate Course in Copywriting



Preface:

Copywriting is a powerful tool used to influence and engage audiences, whether it's in advertising, marketing campaigns, website content, or social media. It involves crafting compelling and persuasive messages that captivate readers, drive action, and ultimately achieve desired outcomes. This course will guide you through the principles and techniques of effective copywriting, enabling you to create impactful and persuasive content. Throughout this course, we will explore various aspects of copywriting, including understanding target audiences, crafting compelling headlines, structuring persuasive arguments, and utilizing storytelling techniques. We will also delve into the psychology behind persuasive writing, exploring how to tap into emotions, address customer pain points, and create a strong call-to-action.

Learning Outcomes:

- Students will learn to research and understand the industry trends, the competition in the market in order to create an effective ad copy.
- Students will learn the characteristics of good copywriting.
- Students will be taught techniques, attributes and nuances that are important in the writing field.
- Students will understand the best copywriting practices that will help them recognize social trends and stay relevant.

Note:

- Interested students must fill in the registration form by September 10, 2022, by 5:00 pm.
- Registration forms can be collected from the Course Coordinator.
- 75% percentage attendance is mandatory to get the certificates.
- There will be 4 batches of 60 students each
- Assessment will be held on the basis of viva voce and written/practical exam.
- Successful learners after assessment will get certificate of the VAC.
- For any queries related to the course, kindly coordinate with undersigned.

Duration: 30 Hours

Timings: 1st and 2nd Batch
Friday: 1:30pm-2:30pm
Saturday: 1:30pm - 2:30pm
3rd and 4th Batch
Friday: 2:30pm-3:30pm
Saturday: 2:30pm:3:30pm

Resource Persons:

Ms. Adity Aggarwal
Dr. Rajni Yadav
Dr. Jagriti Basera
Mr. Nitin Yadav

Registration Date:

2nd September 2022
to
10th September 2022

Module:

- Competition analysis & Industry trends (4hrs)
- Introduction to Copywriting (3hrs)
- Difference between good writing and good copywriting (3hrs)
- Knowing Your Audience (4hrs)
- Writing with Simplicity & Clarity (6hrs)
- Understanding the Objective of Social Media Post (2hrs)
- Turning a Passion for writing into a profession (4hrs)
- Writing crisp and effective copies (2hrs)
- How to measure the performance of copy (2hrs)



For any queries related for the VAC Certification course, Please Feel Free to Contact

Ms.Jyoti Gupta (VAC) Coordinator 960863386 Email Id: jyotigupta@gmail.com