



Syllabus of Value Added Course
Certificate Course in Copywriting

COURSE CODE: CCPSSP	L: 2	T/P: 0	CREDITS: 2	Total Marks: 100
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Course overview:

This course is designed to equip students with the essential skills and knowledge needed to excel in the field of copywriting. Through a combination of theoretical learning and practical exercises, students will learn how to write persuasive and engaging copy for various platforms and purposes. From understanding the psychology of persuasion to mastering the art of crafting compelling headlines, students will develop the expertise required to create content that drives action and achieves results.

Course outcomes:

- Learners would be able to understand the concept of Copywriting.
- Learners would be able to learn about competition and industry trends.
- Learners would be able to differentiate between good writing and good copywriting.
- Learners would be able to know the audience.
- Learners would be able to write the content with simplicity and clarity.

Module 1

1. Introduction to Copywriting. (4hrs)
2. Overview of copywriting roles and responsibilities. (3hrs)
3. Evolution of copywriting from traditional advertising to digital marketing. (2hrs)

Module 2

1. Audience Engagement and Empathy. (3hrs)
2. Persuasive Techniques. (2hrs)

Module 3

1. Techniques for effective communication. (3hrs)
2. Formulas and best practices for headline writing. (4hrs)

Module 4

1. Strategies for engagement and conversion. (3hrs)
2. Keyword research and optimization. (3hrs)
3. Writing compelling ad copy for print, digital, and social media ads. (3hrs)

Examination Scheme:

Components	Marks	Grading Marks
Quiz Tests/Class Assignments/Home Assignments	40	4
Seminar/ Class Presentations /Class Performance	30	3
Viva-voce	30	3
Total	100	10

References:

1. Shaw, M. (2012). Copywriting Second Edition: Successful Writing for Design, Advertising, Marketing. United Kingdom: Laurence King Publishing.
2. Shaw, M. (2009). Copywriting: Successful Writing for Design, Advertising, and Marketing. United Kingdom: Laurence King Publishing.
3. Sugarman, J. (2012). The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters. Germany: Wiley.
4. Maslen, A. (2010). The Copywriting Sourcebook: How to Write Better Copy, Faster : for Everything from Ads to Websites. Singapore: Marshall Cavendish Business.

i. Approved in the 71st Meeting of the Departmental Academic Committee held on 25.08.2022

ii. To be effective from the Academic Session 2016-17 onwards