



**Report
Value Added Course
Certificate Course in Copywriting
Session 2022-23**

ACTIVITY : Value Added Course

TITLE : Certificate Course in Copywriting

VALUES: Accuracy, Ethics, writing, Integrity, Privacy and Confidentiality, Accountability, Independence, Audience Engagement, Civic Responsibility, Digital Literacy, and Continuous Learning.

LEARNING OUTCOMES:

1. Students learnt the research which is very important to understand the industry trends and the competition in the market to create an effective ad copy.
2. Students exposed to the characteristics of good copywriting. They will also be taught the difference between good copywriting and good writing.
3. Students learnt the techniques, attributes and nuances that are important in the writing field.
4. Students understood the best copywriting practices that will help them recognize' social trends and stay relevant

Organized by : Department of Journalism & Mass Communication

Name of Resource person	Batch
Ms. Adity Agrawal	Batch 1
Dr. Rajni Yadav	Batch 2
Dr. Jagriti Basera	Batch 3
Mr. Nitin Yadav	Batch 4

Date : From 16/09/2022 to 24/12/2022

Time :

Batch	Time
Batch 1	Friday and Saturday 1:30 pm – 2:30 pm
Batch 2	Friday and Saturday 1.30 pm – 2:30 pm
Batch 3	Friday and Saturday 2.30pm- 3.30pm
Batch 4	Friday and Saturday 1:30pm-2:30pm

Venue :

Batch	Room No.
Batch 1	Room no.- 2303
Batch 2	Room no.- 2403
Batch 3	Room no.- 2404
Batch 4	Room no.- 2407



TECNIA
INSTITUTE OF ADVANCED STUDIES
LAKH NAGAR, GURGAON
HARYANA

Department of Journalism
& Mass Communication

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 creating compelling and persuasive messages that capture attention, 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. Through this course, you will explore various aspects of copywriting, including understanding target audiences, crafting compelling headlines, structuring persuasive arguments, and utilizing storytelling techniques. You will also delve into the psychology behind persuasive writing, exploring how to tap into a reader's emotions, address their pain points, and create a strong call-to-action.

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. Aditya Aggarwal
Dr. Rajni Vada
Dr. Jagriti Basera
Mr. Nitin Yadav

Registration Date:
2nd September 2022
to
10th September 2022


- 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, techniques and nuances that are important in the working field.
 - Students will understand the best copywriting practices that will help them integrate social trends and stay relevant.

- Note:**
- Interested students must fill in the registration form by September 10, 2022, by 4:00 pm.
 - Registration forms can be collected from the Course Coordinator.
 - 75% percentage attendance is mandatory to get the certificate.
 - There will be a total 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.

- Module:**
- 1. Communication analysis & Industry trends (4hrs)
 - 2. Introduction to Copywriting (2hrs)
 - 3. Difference between good writing and good copywriting (2hrs)
 - 4. Knowing Your Audience (4hrs)
 - 5. Writing with Emphasis & Clarity (2hrs)
 - 6. Understanding the Objective of Social Media Post (2hrs)
 - 7. Turning a Passion for writing into a profession (4hrs)
 - 8. Writing compelling persuasive copy (2hrs)
 - 9. How to measure the performance of copy (2hrs)

For any queries related to the VAC Certification course, Please Feel Free to Contact
Ms. Jyoti Gupta (VAC) Coordinator 9829633888 Email: idy@tecnia.com

Poster/Flyer :

Social media link (promoting in any one Facebook/Instagram/Twitter is mandatory)	http://www.facebook.com/tecniaofficial http://instagram.com/tecniaofficial										
No. of Students* (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)	235 <table border="1" data-bbox="959 252 1286 466"> <thead> <tr> <th>Batch</th> <th>No. of Students</th> </tr> </thead> <tbody> <tr> <td>Batch 1</td> <td>60</td> </tr> <tr> <td>Batch 2</td> <td>60</td> </tr> <tr> <td>Batch 3</td> <td>60</td> </tr> <tr> <td>Batch 4</td> <td>55</td> </tr> </tbody> </table>	Batch	No. of Students	Batch 1	60	Batch 2	60	Batch 3	60	Batch 4	55
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Report:	<p>In response to the increasing demand for proficient copywriters in various industries, the certificate course in copywriting was designed to equip participants with the necessary skills and knowledge required to excel in the field of persuasive writing.</p> <p>To cater this need, Department of Journalism and Mass Communication, Tecnia Institute of Advanced Studies (TIAS) has introduced a Value-Added Course in Copywriting for all the students of Tecnia from 16th September 2022 to 24th December 2022.</p> <p>The primary objective of the certificate course in copywriting is to train individuals to become adept at crafting compelling and effective copy for diverse mediums such as advertisements, websites, social media, and more.</p>										

	<p>This course provides a comprehensive learning experience for individuals aspiring to excel in the field of persuasive writing. With its well-rounded curriculum, flexible delivery format, and emphasis on practical application, the course equips participants with the skills and knowledge needed to thrive in today's competitive landscape. Graduates emerged with the confidence and competence to craft compelling copy that captivates audiences and drives desired actions. Completing the certificate course in copywriting can have a significant impact on participants' careers.</p> <p>By acquiring practical skills and industry-relevant knowledge, graduates are better positioned to pursue opportunities in advertising agencies, marketing departments, content creation firms, freelance writing, and more. Additionally, the certification serves as a credible validation of expertise, enhancing employability and career advancement prospects.</p>
<p>Resource Person Profile</p>	<p>Batch 1 Resource Person Profile</p> <p>Ms. Adity Agrawal, Assistant Professor in Tecnia Institute of Advanced studies, done her master's from Central University of Rajasthan, Jaipur. She has taken great interest in writing and speaking and well proof her excellence while working as an anchor in Doordarshan kendra, where she put all her creativity in doing scriptwriting and editing programs and make it more presentable.</p> <p>Batch 2 Resource Person Profile</p> <p>Dr. Rajni Yadav is an enthusiastic Media Educator, writer, and researcher. She is currently working as an Assistant Professor in Tecnia Institute of Advanced Studies, Guru Gobind Singh Indraprastha University, Delhi. With over 10 years of experience, her expertise lies in media industry participation, research, and teaching.</p> <p>She has completed her Ph.D. in Journalism and Mass Communication from Indira Gandhi National Open University, New Delhi in full time regular mode.</p>

Batch 3 Resource Person Profile

Dr. Jagriti Basera, Assistant Professor in Tecnia Institute of Advanced studies, has more than 7 years of experience as an Assistant professor in Journalism and Mass communication. She has completed her PHD in journalism and mass communication. In addition to academics, She had also worked with different media organization.


Batch 4 Resource Person Profile

Mr. Nitin Yadav, Assistant Professor in the Tecnia Institute of Advanced studies. He did his maters from Guru Jambheshwar University of Science and Technology, Hisar. He has blended experience of 2 years in teaching as well as industry.

Report Submitted by VAC Coordinator (write faculty coordinator name)

Ms. Jyoti Gupta


Signature of VAC Coordinator


Dr. Shiveedu K. Rai
Name and Signature of Department Head
HOD
BAJMCFTAS