PRE314 Advanced Copywriting For AD and PR (2 Units)

Department of Mass Communication

Covenant University
1. PRE314
1.1. PRE314 Advanced Copywriting For AD and PR (2 Units)

The course teaches the importance of disciplined creativity in copywriting for both PR and AD. It further examines creative strategy, taking due cognizance of campaign objectives, target audience, the creative promise, the break-up claim, etc. Visualization and layout. Sources of creative ideas, such as reading, listening, observing people and events, interaction with others. Special copywriting problems.