

LIT 311 Copywriting for Advertising and Marketing

Instructor: Sami Basut

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Class schedule: Wednesday– 14:00 – 17:00

Description:

During this course we will focus on understanding the basics of copywriting techniques and their use in crafting a story for brands in advertising and marketing. Learning basics of storytelling techniques and their use in everyday life for brand development. Based on experiential learning and requires attendance.

Objectives:

When completed this course you should -

1. understand insights – that inspire great ideas.
2. have a basic knowledge of storytelling & famous brand activations.
3. gain an increased appreciation of big ideas through famous marketing case studies.

Requirements:

1. **Attendance (10%)** : Being present in class is the most important requirement. Students who attend less than 50% of classes fail automatically, unless presented with an authorized medical report.
2. **Participaton (10%)** : Being present in class literally is not enough. You must engage in class discussions, ask questions, and participate in brainstorming sessions.
3. **Assignments (10%)** : The assignments will be a demonstration of your creative thinking. This assignment will give you an opportunity to express your understanding of the course at that point through creativity and share how you have incorporated storytelling into your learning process.
4. **Final (70%)** : For the final assignment you will plan a 360 campaign that will demonstrate your understanding of the basic themes of modern storytelling.

Weekly topics:

week 1: What's copy? An introduction to the course and the requirements.

week 2: Back to basics. Hero's journey. No story is complete without a character and its transformation story. *Assignment 1: What's your story?*

week 3: Introduction to Intention and Obstacle. The invincible dichotomy in storytelling.

week 4: Exploring insights. What makes an insight and how it differs from information?

week 5: The Magic of a Creative Brief. Brevity is the soul of wit? How to inspire creatives while setting the rules?

week 6: Well, I can write that. Rewrite the brief. *Assignment 2: My First Story.*

week 7: From story telling to story living: Introduction to multi channel storytelling

week 8: Purpose: A meaningful story is troubled at heart. Finding your meaning in life.

week 9: PR story. Stories are meant to be shared.

week 10: New Platforms and New Storytelling. Tiktok, Instagram,

week 11: What's next? Exploring Metaverse, NFT's and new technologies

week 12: Entrepreneurship is in our DNA. The worst ideas that worked.

week 13: An open mind is the best look for an open future.

An executive summary of the semester and getting ready for the final.