

**Georgetown**  
UNIVERSITY



**CENTER for**  
**CONTINUING AND**  
**PROFESSIONAL EDUCATION**

### **Advertising Copywriting**

Wednesday, 6:00pm - 9:15pm  
April 21, 28, May 5, 12, 19  
Clarendon Campus, Room 229

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No office hours.

#### **Description:**

A copywriter writes text, or copy, for advertisements and other marketing communications with the intent to interest and persuade the reader. This requires the ability and talent to process input (from a creative brief and other sources) and translate that into a clear and compelling message.

Participants of this course will learn the methods for clearly defining the message and study techniques for creating effective marketing communications copy. Under the guidance of the instructor, you will work on real-life assignments to add to your portfolio. Examples of successful and not-so-successful creative pieces will be compared, and various types of written material, including assorted print ads, radio and television commercial scripts, direct mail pieces and website content, will be also reviewed.

#### **Content:**

Class time will consist of lecture, discussion of readings, in-class writing assignments and critique of in-class and out-of-class writing assignments.

#### **Goals:**

By the end of the class, students should be able to:

- Create advertising copy from a standard creative brief.
- Understand the difference between features and benefits and how to write to the benefits.
- Write copy for a variety of media, including print, radio, television, and outdoor, in a variety of styles.
- Create copy for an integrated advertising campaign.

**Assignments:**

## Reading Assignments

The reading assignments listed below are due before the appropriate class meeting.

## Writing Assignments

Some writing assignments will be executed during class time. Out-of-class writing assignments will be due before the appropriate class meetings. Students should be prepared to present their work during class.

**Grades:**

There are no grades for this class. At the end of the semester, I will submit a list of those students who have “SC” (successfully completed) the course. In order to be on that list, you must have:

- missed no more than one course;
- satisfactorily completed all writing assignments.

Students who miss more than one class or do not satisfactorily complete all writing assignments will be listed as “AT” (attendance verified) for the course.

If this becomes a problem during the semester, please talk to me. Please inform me for any absences of which you are aware in advance.

**Policies and General Remarks:**

Students should come prepared to write, with writing implements (pencil or pen), lined paper, unlined 8.5” x 11” paper. Laptops may also be useful.

Classes will start promptly at 6:00. We will take at least one 10 minute break during the four hour class period.

Various topics on this syllabus may be subject to change, depending on how quickly the class moves.

**Texts:**

Bendinger, Bruce. The Copy Workshop Workbook—Really New Edition. 2002, The Copy Workshop

Heath, Chip and Heath, Dan. Made to Stick. Random House.

Available at Amazon.com. Prices \$37.50 and \$16.47 respectively.

Also recommended, but not required:

Truss, Lynn. Eats, Shoots & Leaves: the Zero Tolerance Approach to Punctuation. 2006. Gotham

Available at Amazon for \$8.80.

## **Schedule:**

### **April 21**

Reading: Bendinger, pgs. 1-57, ch. 15 (226-263). Heath, pgs. 1-62.

Lecture/discussion: A BRIEF history of advertising; What advertising can and can't do; Why some ads work better than others; Copy's role in advertising; Features and benefits; Writing for print (styles). A wee lecture on punctuation and voice.

In-class writing: The paperclip test.

### **April 28**

Out-of-class writing assignment due: Print ad in various styles.

Reading: Bendinger, Ch. 4 (106-112), ch. 7-10 (124-179). Heath, pgs. 63-129.

Lecture/discussion: Strategy; The creative brief; SUCCESs; Writing for radio.

In-class writing: A Creative Brief.

Out of class writing assignment: Radio spots.

### **May 5**

Reading: Bendinger, Ch. 20-22 (310-354), Ch. 7-10 (124-179). Heath, pgs. 130-203.

Lecture/discussion: Why stories are important; Writing for TV.

In-class writing: A TV spot.

Out of class writing assignment: TV spots.

### **May 12**

Reading: Bendinger, Ch. 19 (396-425). Heath, pgs. 204-252.

Lecture/discussion: What sticks; Outdoor; Campaigns; Building a portfolio.

In-class writing: Outdoor.

Writing assignment: An integrated campaign.

### **May 19**

Campaign critiques.