



Date of Commencement: 18 July 2011
 Duration: 3 months
 Day: Mondays & Wednesdays
 Time: 7.00pm-9.00pm
 Venue: IACT College
 Registration Fees: RM200 per participant
 Course Fees: RM1,500 per participant
 HRDB Training Grant: SBL



This course teaches you how to influence millions. Learn how to craft memorable slogans, come up with witty headlines, clever taglines and how to win the persuasion game through the art of writing copy. A complete and challenging course geared to develop the skills of any participant!

Objectives:

Upon completion of this course, participants will:

- develop an understanding of the craft of copywriting.
- possess an appreciation of different styles, techniques and medium.
- be equipped with the skills and knowledge to become more effective copywriters.
- understand the scope and breadth of copywriting.

Contents:

- Introduction to Copywriting and Critical Thinking
- Understanding the Craft of Copywriting
- Developing Executional Ability
- The Different Ages of Copywriting
- The Creative Strategy
- The Big Idea
- Executional Techniques
- Copywriting for Print, Radio, Television, Websites, Direct Response
- Copywriting and Art Direction

Suitable for junior copywriters and individuals who wish to learn the craft of writing copy