

COURSE DETAIL

ADVERTISING COPYWRITING

Country

China

Host Institution

Fudan University

Program(s)

Fudan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

109

UCEAP Course Suffix**UCEAP Official Title**

ADVERTISING COPYWRITING

UCEAP Transcript Title

ADVERTIS COPYWRITIN

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

The teaching purpose of this course is to enable students to master the basic concepts of advertising copywriting, understand the thinking framework of advertising copywriting writing, master the writing requirements and methods of copywriting, and initially have the ability to write advertising copywriting and this major through the elaboration of basic theories and the analysis of typical examples. Basic analysis and judgment skills in the field.

The content of this course consists of the following parts: basic concepts; source of copywriting; quality and thinking of copywriters; strategic thinking of copywriting; copywriting and creativity; perceptual and rational techniques of copywriting; advertising slogans; title; Text and accompanying text; print advertising copy; audio and video advertising copy; copywriting test.

Language(s) of Instruction

Chinese

Host Institution Course Number

JOUR130052

Host Institution Course Title

ADVERTISING COPYWRITING

Host Institution Campus

Host Institution Faculty

Junbing TANG, Ying SHEN

Host Institution Degree

Host Institution Department

School of Journalism

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