

University of Pretoria Yearbook 2016

Copywriting (2) 802 (TRL 802)

Qualification	Postgraduate
Faculty	Faculty of Humanities
Module credits	20.00
Programmes	MA Option: Translation and Interpreting (Coursework)
Contact time	1 lecture per week
Language of tuition	English
Academic organisation	African Languages
Period of presentation	Semester 2

Module content

Researching three brands within three different categories: social awareness, retail and a personal branding. Writing a creative strategy for each of the chosen brands. Developing three campaigns of five communications each: the media used will depend on the strategy, the brand, target audience and communication objectives. Compiling the above in an industry-ready copy portfolio.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.