

University of Pretoria Yearbook 2017

Copywriting (2) 802 (TRL 802)

Qualification Postgraduate

Faculty [Faculty of Humanities](#)

Module credits 20.00

Programmes [MA Applied Language Studies Translation and Interpreting \(Coursework\)](#)

Contact time 1 lecture per week

Language of tuition Module is presented in 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.

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