

---

# University of Pretoria Yearbook 2020

---

## Introduction to copywriting 717 (LCC 717)

**Qualification** Postgraduate

**Faculty** [Faculty of Humanities](#)

**Module credits** 20.00

**Prerequisites** No prerequisites.

**Contact time** 1 discussion class per week, 1 lecture per week

**Language of tuition** Module is presented in English

**Department** African Languages

**Period of presentation** Semester 2

**Module content**

Introduction to the process and practice of copywriting with application to the printed media, television and the internet, experimental /activation /alternative media.

---

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.