

University of Pretoria Yearbook 2020

Copywriting (2) 802 (TRL 802)

Qualification	Postgraduate
Faculty	Faculty of Humanities
Module credits	20.00
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	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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