

COURSE SPECIFICATION DOCUMENT

NOTE: ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTTPC.

Academic School/Department:	Communications, Arts and Social Sciences
Programme:	Communications
FHEQ Level:	5
Course Title:	Writing for Marketing and Business
Course Code:	COM 5210
Course Leader:	John Chua
Student Engagement Hours:	120
Lectures:	22.5
Seminar / Tutorials:	22.5
Independent / Guided Learning :	75
Semester:	Fall, Spring or Summer
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

This course examines the theory and practice of writing for marketing and business communications. Topics include: analyzing the target audience, considering the medium and the format, writing for product branding, evaluating successful writing, and writing promotional materials in business and not-for-profit sectors. Students will analyze real world examples of effective marketing and business communications and their assignments will reflect contemporary standards in these practices. Students will have a variety of assignments where they will try their hand at writing an advertising copy and slogan, a persuasive business proposal, and effective press materials.

Prerequisites: MKT 5200

Aims and Objectives:

This course aims to expose students to a variety of marketing and business documents that aspire to persuade, move and influence their audience. It poses questions about how we judge effective marketing, what are contemporary standards in these practices, and why good writing is crucial in marketing and business communications. Students will put theory into practice by creating such documents as press releases, advertising slogans and business proposals. Successful students at the end of the course will have:

- Detailed knowledge and understanding of contemporary theories and practices in marketing and business communications.
- Further developed independent thinking, project management skills and imaginative abilities needed to undertake the entire process required in marketing and business communications.
- Further developed the transferable skills, knowledge and ability to 'sell' an idea, project or product in writing and in an oral presentation.
- Further developed the critical thinking and intercultural awareness of the ways in which effective marketing and business writing can move and persuade a local, national, or global audience.

Programme Outcomes :

5A(i); 5B(iii); 5C(ii); 5D(iii)

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the Departmental/Schools page of the portal.

Learning Outcomes:

- Development of a detailed understanding of how different audiences and cultures perceive and/or receive contemporary marketing and business communications.
- Development of a detailed understanding of the relationship between discourse, culture and identity within contemporary marketing and business communications and to consolidate and apply this knowledge in practical assignments.
- Using a problem solving approach with limited supervision to produce work that meets required length, format, brief and deadline.
- Students are expected to demonstrate creativity and ability to adept to complex and non-routine assignments using information communication technology (ICT).

Indicative Content:

- Planning and executing a writing project
- Targeting an audience
- Evaluating and incorporating non-written elements
- Writing advertising slogans and similar marketing materials
- Creating press materials
- Evaluating intercultural elements
- Orally pitching to persuade
- Creating a short business proposal
- Analyzing the results of a project.

Assessment:

This course conforms to the Richmond University Special Programme Assessment Norms for COM and JRN.

Teaching Methodology:

Course meetings will consist of interactive lectures, class discussions, reflection activities and one-on-one tutorials. The course uses both formative and summative assessment methods. The formative assessment approaches include class discussion with respect to contemporary developments that may have an impact on the course material as well as one-on-one tutorial feedback. The summative assessment approaches relate to the assigned projects. Students are assessed on how their work meets the requirements in the brief. The extent and quality of the research is also assessed. All assignments, including the oral presentation, are assessed on structure, delivery/clarity, analysis and ideas/originality, and engagement.

Bibliography:

Indicative Text(s):

Bly, Yaverbaum et al. *Public Relations Kit for Dummies*. Hoboken, NJ: John Wiley & Sons. 2006. Print.

Bowdery, Rob. *Basics Advertising 01: Copywriting*. Lausanne, Switzerland: AVA. 2008. Print.
Broderick, A. and D. Pickton. *Integrated Marketing Communications*. London: Pearson. 2005. Print.

Brooks, Mortimer et al. *Marketing for Dummies*. West Sussex: John Wiley & Sons, 2009, Print.

Freed, R. and J. Romano. *Writing Winning Business Proposals: Your Guide to Landing the Client, Making the Sale and Persuading the Boss*. New York: McGraw-Hill. 2003. Print.

Journals

European Journal of Marketing

Journal of Marketing

Journal of Marketing Communications

Journal of Marketing Management

Journal of Marketing Research

Journal of Public Relations Research

Public Relations Review

Web Sites

[Adfreak](#)

[Adpulp](#)

[Advertising Age](#)

[Advertising Week](#)

[Beyond Madison Ave](#)

[Copyranter](#)

[PR Week](#)

[Marketing Vox](#)

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

