STUDENT AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Information			
Module Title	The Professional Copywriter		
Module Code	UPNN6M-30-3	Level	Level 6
For implementation from	2022-23		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Arts Creative Industries & Education	Field	Linguistics
Department	ACE Dept of Arts & Cultural Industries		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
Overview: This module will provide students with deeper insights into the way copywriters work in a professional setting, and how their work impacts on the commercial world and wider society.

Educational Aims: See Learning Outcomes.

Outline Syllabus: Students will learn about commercial copywriters' collaboration with clients, agencies, designers, production managers, account handlers and media planners. With this in mind, students will be encouraged to establish their own nexus with peers who are studying allied subjects (such as art and design) at the university.

Following on from work completed in previous modules, students will develop their commercial writing skills as they take on advanced projects and live briefs. These may include online ads, html letters and other forms of digital content, TV and radio advertising scripts, billboards, brochures and direct marketing leaflets. Working collaboratively and taking their inspiration from classic and contemporary ads, students will also study consumer behaviour and how their own habits and preferences are affected by advertising copy. This module will also look at how the tone of voice adopted by a copywriter can make a vital contribution to the building and maintenance of a brand, and how advertising has developed from a salesperson's tool into a global socio-cultural phenomenon.

Teaching and Learning Methods: Scheduled learning: Workshops, lectorials and seminars are at the core of this module's teaching and learning methods. This allows a flexible approach to be taken to combining lecturer input with practical work. This flexible approach also enables students to develop the skills necessary to engage with different modes of learning. The module may require students to work both independently and in small groups on a variety of tasks. Guidance on work briefs and set reading or tasks will be available either in the module handbook, via the module information on UWE online or through any other vehicle deemed appropriate by the module/programme leaders. Independent learning: Independent study may include a variety of tasks such as written exercises, assignment preparation, and recommended further reading. It will be guided by a clear syllabus outline in the module handbook and preparation questions and/or tasks communicated via Blackboard. A minimum of 72 hours contact time is provided for this module.

Part 3: Assessment

Presentation (30%): The required duration will be included in the module handbook.

Portfolio (70%): Students are required to submit a portfolio of work that includes the outcomes of tasks set during the module. These tasks will be designed to enable students to demonstrate, for the purposes of assessment, the acquisition of skills, knowledge, understanding and/or experience that meets the learning outcomes for the module. The word count will be determined by the nature of the tasks set, and a clear indication of word count limits will be included in the module handbook. The portfolio is also designed to build students' employability so that they have a ready record of their writing skills to share in the job application/interview process.

First Sit Components	Final Assessment	Element weighting	Description
Presentation - Component A		30 %	Presentation. The duration will be published in the module handbook.
Portfolio - Component B	✓	70 %	Portfolio - The word count will be determined by the nature of the tasks set, and a clear indication of word count limits will be included in the module handbook.
Resit Components	Final Assessment	Element weighting	Description
Presentation - Component A		30 %	Presentation. The duration will be published in the module handbook.
Portfolio - Component B	✓	70 %	Portfolio - The word count will be determined by the nature of the tasks set, and a clear indication of word count limits will be included in the module handbook.

Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:
	Module Learning Outcomes **Reference**

	Demonstrate the ability to work collaboratively with others who may include (or take the role of) clients, account handlers, designers, art directors or production managers	MO1
	Generate multiple ideas from client briefs, work to a brief quickly, confidently and to exacting standards, and confidently present the completed creative work	MO2
	Demonstrate appropriate understanding of the place and function of the copywriter in an agency creative team	MO3
	Identify and evaluate career opportunities as a copywriter in a wide range of different arenas, including (but not confined to) TV, radio, the internet, advertising and marketing	MO4
	Critically analyse contemporary discourses, developments and growth areas relating to writing in the cultural industries	MO5

Contact Hours	**Independent Study Hours:**	
	Independent study/self-guided study	228
	Total Independent Study Hours:	228
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	72
	Total Scheduled Learning and Teaching Hours:	72
	Hours to be allocated	300
	Allocated Hours	300
Reading List	*The reading list for this module can be accessed via the following link:* https://rl.talis.com/3/uwe/lists/FD4DA08B-C46E-822D-B12A-66AF30D9CC7D.html?lang=en-GB&login=1	

Part 5: Contributes Towards
This module contributes towards the following programmes of study: Creative and Professional Writing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2018-19   Creative and Professional Writing [Sep][PT][Frenchay][6yrs] BA (Hons) 2018-19