



Module Specification

The Professional Copywriter

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Part 1: Information

Module title: The Professional Copywriter

Module code: UPNN6M-30-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Field: Linguistics

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body 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.

Features: Not applicable

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.

Part 3: Teaching and learning methods

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.

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

MO1 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

MO2 Generate multiple ideas from client briefs, work to a brief quickly, confidently and to exacting standards, and confidently present the completed creative work

MO3 Demonstrate appropriate understanding of the place and function of the copywriter in an agency creative team

MO4 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

MO5 Critically analyse contemporary discourses, developments and growth areas relating to writing in the cultural industries

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link

<https://rl.talis.com/3/uwe/lists/FD4DA08B-C46E-822D-B12A-66AF30D9CC7D.html?lang=en-GB&login=1>

Part 4: Assessment

Assessment strategy: 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.

Assessment tasks:

Presentation (First Sit)

Description: Presentation. The duration will be published in the module handbook.

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2

Portfolio (First Sit)

Description: 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.

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO3, MO4, MO5

Presentation (Resit)

Description: Presentation. The duration will be published in the module handbook.

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2

Portfolio (Resit)

Description: 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.

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Creative and Professional Writing (Fiction) [Sep][FT][Frenchay][3yrs] BA (Hons)
2021-22

Creative and Professional Writing [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Creative and Professional Writing (Scriptwriting) [Sep][FT][Frenchay][3yrs] BA
(Hons) 2021-22

Creative and Professional Writing (Publishing) [Sep][FT][Frenchay][3yrs] BA (Hons)
2021-22

Creative and Professional Writing (Publishing) {Foundation}
[Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Creative and Professional Writing [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Creative and Professional Writing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons)
2020-21

Creative and Professional Writing (Scriptwriting) {Foundation}
[Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Creative and Professional Writing (Fiction) [Sep][SW][Frenchay][4yrs] BA (Hons)
2020-21

Creative and Professional Writing (Scriptwriting) [Sep][SW][Frenchay][4yrs] BA
(Hons) 2020-21

Creative and Professional Writing (Publishing) [Sep][SW][Frenchay][4yrs] BA (Hons)
2020-21

Creative and Professional Writing (Fiction) {Foundation} [Sep][FT][Frenchay][4yrs]
BA (Hons) 2020-21

Creative and Professional Writing [Sep][PT][Frenchay][6yrs] BA (Hons) 2019-20

Creative and Professional Writing {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2019-20

Creative and Professional Writing (Fiction) {Foundation} [Sep][SW][Frenchay][5yrs]
BA (Hons) 2019-20

Creative and Professional Writing (Scriptwriting) {Foundation}
[Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Creative and Professional Writing (Publishing) {Foundation}
[Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Creative and Professional Writing [Sep][PT][Frenchay][6yrs] BA (Hons) 2018-19