



Module Specification

Commercial Writing and Content Marketing

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Part 1: Information

Module title: Commercial Writing and Content Marketing

Module code: UPNNED-15-2

Level: Level 5

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

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: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes

Outline syllabus: In this module students continue to develop their copywriting skills, writing using new techniques and for various media. They will be encouraged to look beyond their immediate environment as they share their own ideas and

sensibilities. Many of the sessions will seek to imitate the working environment of the copywriter, with students exposed to live briefs which require collaboration to meet ambitious deadlines. This will sensitise students to the needs of industry and help them to develop the transferable skills which will make them successful graduates. The habits developed in this module will have a more immediate aim of preparing students for the third year of the degree programme. Students will be encouraged to reflect on and assess their own work-in-progress and collate the research materials required to produce accurate and engaging copy. . In addition, students will complete units that count towards the Institute of Learning and Management (ILM) Diploma. This is an industry-facing award that shows employers they have acquired transferable skills that are of value in the workplace. Because the programme dovetails with work already included in the module, there are no additional sessions and students accrue ILM credit as a direct result of completing tasks for the module itself.

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 36 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 Identify the range of avenues in which commercial copywriting is required.

MO2 Write in a range of different styles while taking an adaptable and flexible approach to the tone of your work through the use of rigorous editing techniques.

MO3 Demonstrate the ability to generate ideas, express thoughts in written words and overcome psychological obstacles such as 'writer's block'.

MO4 Utilize a range of copywriting techniques including short and long copy, headline and strapline writing.

MO5 Understand the different elements and functions of a typical advertising/marketing agency.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

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/FE2AF9AC-8BA6-9D08-10BE-F24BFC2F213A.html?lang=en-GB&login=1>

Part 4: Assessment

Assessment strategy: Students are required to submit a portfolio of work that include 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:**Portfolio (First Sit)**

Description: A 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: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Portfolio (Resit)

Description: A 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: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Creative and Professional Writing (Publishing) [Frenchay] BA (Hons) 2022-23

Creative and Professional Writing (Scriptwriting) [Frenchay] BA (Hons) 2022-23

Creative and Professional Writing (Fiction) [Frenchay] BA (Hons) 2022-23

Creative and Professional Writing [Frenchay] BA (Hons) 2022-23

Creative and Professional Writing (Fiction) {Foundation} [Sep][SW][Frenchay][5yrs]
BA (Hons) 2021-22

Creative and Professional Writing (Fiction) [Sep][PT][Frenchay][6yrs] BA (Hons)
2021-22

Creative and Professional Writing [Sep][PT][Frenchay][6yrs] BA (Hons) 2021-22

Creative and Professional Writing {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2021-22

Creative and Professional Writing (Fiction) {Foundation} [Sep][FT][Frenchay][4yrs]
BA (Hons) 2021-22

Creative and Professional Writing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons)
2021-22

Creative and Professional Writing (Scriptwriting) {Foundation}
[Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Creative and Professional Writing (Scriptwriting) {Foundation}
[Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Creative and Professional Writing (Publishing) {Foundation}
[Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Creative and Professional Writing (Scriptwriting) [Sep][PT][Frenchay][6yrs] BA
(Hons) 2021-22

Creative and Professional Writing (Publishing) {Foundation}
[Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Creative and Professional Writing (Publishing) [Sep][PT][Frenchay][6yrs] BA (Hons)
2021-22

Creative and Professional Writing [Sep][PT][Frenchay][6yrs] BA (Hons) 2020-21

Creative and Professional Writing (Fiction) [Sep][PT][Frenchay][6yrs] BA (Hons)
2020-21

Creative and Professional Writing (Scriptwriting) [Sep][PT][Frenchay][6yrs] BA
(Hons) 2020-21

Creative and Professional Writing (Publishing) [Sep][PT][Frenchay][6yrs] BA (Hons)
2020-21