

1	<b>Copywriting – Creative writing and content for the web</b>
2	COMPULSORY
3	EQF LEVEL 7
4	1
5	2
6	-
7	ANDREA MENTASTI
8	This course builds skills in creative writing for both advertising and web
9	Face to face
10	Good knowledge of the italian language
11	<ul style="list-style-type: none"> <li>° Copywriting e copywriter – Introduction</li> <li>° Thinking on paper – Pre-writing, free-writing, re-writing.</li> <li>° How organize a speech: useful oratory</li> <li>° Creativity in advertising: ATL, BTL, new media.</li> <li>° Creating an advertising campaign: the people involved the working path: from the brief to the output terminology and the parts of the ad</li> <li>° The copy strategy</li> <li>° What a <u>copy</u> makes: naming script advertising (TV e radio commercials, poster, press) BTL web writing</li> <li>° Web: orientation to the web writing</li> <li>tips for social web.</li> </ul>
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13	-
14	The students discuss a written paper concerning all the skills acknowledged during the course
15	italian