

CERTIFICATE COURSE IN COPYWRITING

Coordinator: Sukanya KP

Duration: 3 Months

Year: 2018-2019

Eligibility :Plus Two

MODULE I (10 Hours)

The anatomy of advertisement-The elements of advertisement-Copywriting issues- The skills and qualifications of a copy writer- Types of copywriting

MODULE II (10 Hours)

Print media copywriting-Headline writing-Print article coverage-Legal and ethical requirements for copywriting

MODULE III (10 Hours)

Introduction to Web writing- Types of web contents- Direct mail- How to work as a web copy writer