Academic discipline:
"Fundamentals of copywriting"

Code and name of specialty	1-23 01 15 Social communication
Training course	3
Semester of training	6
Number of class hours:	34
Lectures	16
Seminar classes	18
Practical exercises	-
Laboratory classes	-
Form of intermediate assessment (credit/ differential credit/exam)	credit
Number of credits	2
Competencies to be formed	To know the main directions of the copywriter's activity; the specifics of professional implementation in various organizations; the typology of advertising texts, their main features, differences and purpose; methods and stages of creating advertising texts, slogans, radio and video clips, commercial names, texts for posting on the Internet; the main legislative acts regulating the work of the creators of advertising messages

Summary of the content of the academic discipline:

"Fundamentals of copywriting" is an academic discipline aimed at comprehensive mastering of the basic principles of working on advertising texts of various types and genres. The discipline is practice-oriented, designed to introduce students to various aspects, methods and features of organizational, analytical and creative work in solving real communication problems in the advertising communication. In the discipline, students are trained to analyze the goals and objectives set by the customers of advertising texts; they learn to navigate the methods and techniques of a copywriter; to participate in the development of concepts of advertising campaigns within the framework of the work of a creative group; to create advertising texts of various genres and types, taking into account various requirements and restrictions.