



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

## Creative copywriting: tools, skills and tactics to manage an effective campaign

PROF. LUCIA BRANDOLI – STEFANIA VITULLI

### OVERVIEW

**Area:** Marketing and Communication

**Dates:** 10 – 20 July (2 weeks)

**Campus:** Milan

**Term:** Summer School 2018

**Credits:** 6 ECTS

### COURSE DESCRIPTION

The contents of this course are designed to allow students to learn how to approach a complete creative process: how to judge the quality of a creative brief and get the information you need for your work, how to approach to comm goals, brainstorming, relationship between art and copy and advertising concepts, how to structure the content and to sustain a message across multiple executions and media showing an understanding of basic page-layout principale, how to create concise and impactful copy using consumers' insights and to produce advertising copy suitable for a range of styles and media outputs.

As the course is thoroughly practical, students will learn how to develop consistent, original and creative idea throughout writing exercises and real case-studies introduced by guest speakers from advertising and social conversation agencies or from companies/institutions, so to follow the process from start to finish, so to taste the energizing and competitive mood which is typical of creative environment and so to understand how to develop a unique style of copywriting.

### COURSE CONTENTS

**Lesson 1:** Course presentation and introduction to brand communication. What does it mean to write/to communicate/to sell in the prosumers' world and immersive reality.

**Lesson 2:** Brief interpretation and key elements.

**Lesson 3:** The big idea: how to identify and conceptualize it.

**Lesson 4:** Copy foundations and techniques, from headline to payoff. Analysis and evaluation of page layout and design in newspapers, magazines and web.

**Lesson 5:** Midterm Exam: How to get from an assignment to completion in just a few hours and under pressure.

**Lesson 6:** Learn to think like a copywriter: how theatre, movies, arts could help you to steal ideas and to get actual words onto an actual page, how to critically analyse and evaluate the factors affecting copywriting and information dissemination in an advertising campaign, Operate proficiently as a production team member at a professional level.

**Lesson 7:** The role of storytelling in marketing communication: what changed. On-line dialogue and brand communities. COMPANY VISIT EXPECTED TO A SOCIAL CONVERSATION OR A CREATIVE AGENCY

**Lesson 8:** Hints of script and screenwriting, from the storyboard/subject to final script and theoris of storytelling creation, from the hero's journey to jo-ha-kyu.



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

**Lesson 9:** A trendy tool to create brand engagement and the social network perspective: content marketing copywriting/branded content.

**Lesson 10:** Final Exam: How to get from an assignment to completion in just a few hours and under pressure II  
(Independently assemble and present a campaign story)

### METHOD OF TEACHING

Interactive lessons with case study analysis, individual presentations, collection of materials and production of definitive campaigns.

Presentation of case studies by guest speakers.

### GRADING

Class participation	20%
Individual assignments	20%
Midterm and final written exams	60% (30% + 30%)

### COURSE READING AND MATERIALS

The lecturer's slides, readings and essays for exams and assignments will be available on Blackboard.

### INDIVIDUAL ASSIGNMENTS

In order to test abilities in public speaking, use of creative tools, content comprehension and research, students will have to work on individual assignments, that will require a classroom presentation or a written paper.

### MID-TERM EXAM

The Midterm Test will consist in the creation of a basic communication strategy and final copy campaign/content in real time. The exam will take 4 hours.

### FINAL EXAM

The final exam will consist in the creation of an advanced communication strategy and final copy campaign/ content in real time. The exam will take 4 hours.

### RULES OF CONDUCT

**Attendance:** Attendance is mandatory and no absence/s will be excused. Unexcused absences will prevent students from being admitted to the final exam. In case of health issues, students will need to inform both UCSC International office (at [international.advisor@unicatt.it](mailto:international.advisor@unicatt.it) <<mailto:international.advisor@unicatt.it>>) and the professor and provide a medical certificate.

---



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

**Exam Date:** The exam date cannot be re-scheduled. Unexcused absences will result in a failing grade. In cases of unforeseeable circumstances such as illness or injury on the day of the exams, the student must submit a medical certificate and communicate his/her absence to the Professor and UCSC International Office via email prior to the exam. If the student does not justify his/her absence through sufficient documentation and with adequate notice before the final test, the student will receive an automatic Failed.

#### INSTRUCTOR BIO

**LUCIA BRANDOLI**, before dedicating herself to the world of writing in all its forms, studied Architecture in Ferrara, Oporto, Berlin and Ahmedabad (Gujarat, India). In 2014, she graduated at Holden School in Narrative's Techniques. Editor for the online magazine *The Vision*, copywriter and content creator among the others with DGTmedia Web Agency, Leftloft, RCS Mediagroup, Feltrinelli, Feltrinelli RED, Rizzoli, Magneti Marelli, Marche Cinema Multimedia, Fondazione Teatro Stabile di Torino, Swiss Internet Radio, Raffles Italia, Pirelli World. Author: narrative reportage *Exit* (Hacca, 2015), short-stories collection *A letto non si pensa al futuro* (Pendragon, 2017), pièce *Giardini* (2017). Her first collection of poems, *Anello di prova* (Raffaelli, 2016), won the *61st National Literary Pisa Award* as First Book. She is a 750h certificated yoga teacher and cofounder of Deha Yoga Milano.

**Stefania Micaela Vitulli** is a creative consultant and journalist. She is contract professor of Business Communication at Università Cattolica del Sacro Cuore, Milan, where she teaches also Green Communication and Publishing Communication. She is research fellow at LabCom, UCSC, and professor and Senior Tutor at the Master in Corporate Communication, UCSC. She is the author of articles and academic papers on green communication and sustainability.

@: [Stefania.vitulli@unicatt.it](mailto:Stefania.vitulli@unicatt.it)