



## What you'll study on the Copywriting Course

Subjects will not necessarily be done in the order below.

### **Module One**

The copywriter's job

### **Module Two**

Copy presentation

### **Module Three**

Researching your subject

### **Module Four**

Publishing terminology

### **Module Five**

Writing attractive copy

### **Module Six**

Writing advertising features/advertorial

### **Module Seven**

Writing advertising copy

### **Module Eight**

Writing for direct mail

### **Module Nine**

Writing press releases/PR

### **Module Ten**

Writing for sales and promotion

### **Module Eleven**

Proofreading

**Module Twelve**  
Codes of Practice

**Module Thirteen**  
Finding work, selling it and getting paid