



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

• Aimed at:	Potential copywriters
• Duration:	Flexible - around 3 - 6 months
• Accreditation:	ODLQC / ABCC
• Qualification:	Diploma

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