

CMDC 612. WRITING EFFECTIVE COPY

Credits: 3

Offered by: Technology & Innovation (Graduate Studies)

This course is not offered this catalogue year.

Description

Advanced copywriting techniques in English are explored through application of the principles of copywriting for business, marketing and technical contexts. Concepts and principles of effective writing considering audience, purpose, organization and style. Planning, composing and editing business, marketing or technical copy to communicate online, such as web content, blog posts, social media content for various platforms, online articles, internal/external email newsletters, plans and reports. Emphasis on reader-centred writing and the principles of plain language.

- Restriction(s): Open only to students enrolled in the M.Sc.(Applied) in Multilingual Digital Communication; Non-Thesis program.
- 1. Course is online, with instructor led, live-online sessions and asynchronous work.

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

[Launch Visual Schedule Builder](#)