



### Basic Course Information:

**Course Prefix/Number:** COMM 338  
**Course Title:** Copy writing for advertising  
**Class Meeting Times:**  
MW : 12:30 pm – 01:45 pm  
**Class Location:** G 202  
**Pre-requisite:** COMM 101 & COMM 230

**Instructor:** Mohammad Akbar PhD  
**Office Location:** G-331  
**Office Phone:** (00965)-99220840  
**Email:** makbar@auk.edu.kw  
**Office Hours:**  
Mondays and Wednesday s  
9:15-10:45  
2-3:15 pm

**Catalogue Course Description:** This course introduces students a wide range of copywriting for advertising and challenges across the many media context available today. We will cover traditional advertising copywriting in print media such as newspaper and magazine in addition to TV and radio advertising. We will also investigate the challenges of copywriting advertising for new and emerging media forms such as websites.

**Course Learning Outcomes:** Upon successful completion of the course, students will be able to:

Course Learning Outcomes (CLOs)
CLO 1: Demonstrate the ability to copy write their own ads.
CLO2: Analyze and critically evaluate the copywriting for advertising in the Mass Media.
CLO3: Demonstrate competence in conceptualizing, developing and producing copywriting for advertising for broad range of communication Media.
CLO4: Apply advertising theories to the production and analysis of copywriting for advertising.
CLO5: Enhance the knowledge of copywriting for advertising to the future career.

<b>Program Learning Outcomes (PLOs)</b>
PLO 1: Students will learn technical aspects of producing 3D still ads.
PLO 2: Students will learn technical aspects of producing professional video ads.
PLO 3: Students will learn to construct copywriting for internet advertising.

	PLO 1	PLO 2	PLO 3
CLO 1	X		
CLO 2		X	X
CLO 3			X
CLO 4	X		
CLO 5		X	

**Required Textbook/Required Readings:** Copywriting for the Electronic Media by Milan D.Meeske

**Evaluations:**

Attendance	10%
Presentation	10%
Class work	10%
Home works	10%
Quizzes	20 %
Mid Term Exam	20 %
Project copywriting campaign	20%
<b>Total</b>	<b>100%</b>

**Project copywriting Campaign (Portfolio)**

- a. Students will choose an instance of a copywriting advertising campaign that demonstrates some special quality. The choice may be an extremely successful or effective campaign, or a terrible failure. The campaign may also be chosen for some other special property such as its contribution to social discourse or to the field of advertising. The instructor will suggest a number of cases for consideration but students are free to suggest their own.
- b. Students will be graded on how well they do the following tasks with regard to the chosen campaign: Students should include the following in their portfolio's (in the form of a hard copy):

1. Video Advertisement
2. Brief
3. Copy platform
4. Story board
5. Script

Direct	Attendance	Presentation	Class work	Home works	Quizzes	Mid Term Exam	Project copywriting campaign
CLO 1				X			X
CLO 2	X	X					
CLO 3			X		X		
CLO 4	X		X				
CLO 5			X			X	

### **AUK Official Grading Scale:**

A = 94 - 100  
A- = 90 - 93  
B+ = 87- 89  
B = 84 - 86  
B- = 80 - 83  
C+ = 77 - 79  
C = 74 - 76  
C- = 70 -73  
D+ = 67 - 69  
D = 64 - 66  
D- = 60 - 63  
F = 0 - 59

### **AUK Mission Statement:**

The American University of Kuwait is a liberal arts institution based on the American model of higher education. It is dedicated to providing students with knowledge, self-awareness, and personal growth experiences that can enhance critical thinking, effective communication, and respect for diversity. AUK seeks to create leaders and lifelong learners who aspire to the highest standards of moral and ethical responsibility in their societies.

### **AUK Attendance Policy:**

Any student who misses more than 15% of class sessions of any course during a semester should expect to fail, unless she/he submits documented evidence to the course instructor of inpatient medical care, death of an immediate family member, academic instructional activities, or national athletic activities. If excused, students are required to satisfy all coursework due or assigned during their absence as determined by the course instructor. If a student does not submit documented evidence for her/his absence exceeding the limit, it is the student's responsibility to withdraw from the course by the specified deadline, as indicated on the academic calendar. Students who withdraw from a course receive a grade of "W". Students who do not withdraw from a course nor submit supporting documents for excessive absences will receive a grade of "FN" (failure for non-attendance).

### **Disability Accommodations:**

If you believe that you need accommodations for a disability, kindly arrange for an appointment with Dr. Huda Shaaban ([hshaaban@auk.edu.kw](mailto:hshaaban@auk.edu.kw)) at the Counseling Center located in the Student Center Building at the earliest with the understanding that all disability-related accommodations require registration with the Counseling Center and are not applied retroactively.

### **Academic Integrity:**

Students are expected to adhere to the AUK Honor Code. Cheating, plagiarism, and other forms of academic dishonesty will result in failure on the exams or assignments.

### **Syllabus Changes:**

The syllabus may be subject to changes as the semester progresses. When this happens, I will inform you by email and in class.

## Course Schedule:

<b>Week 1</b>	The Broadcast Copywriter Basic Definitions	Milan Ch. 2
<b>Week 2</b>	Stations, Agencies, Cable TV, and Related Industries	Milan Ch. 2
<b>Week 3</b>	Writing Principles Qualifications of a Copywriter	Milan Ch. 2
<b>Week 4</b>	Copywriting Elements	Milan Ch. 2
<b>Week 5</b>	Copywriting Style Basic Mechanics	
<b>Week 6</b>	The Legal and Ethical Implications Of Writing Copy	Milan Ch. 3
<b>Week 7</b>	Advertising Basics	
<b>Week 8</b>	Consumer Behavior – Personal Characteristics	
<b>Week 9</b>	<b>Spring Break</b>	
<b>Week 10</b>	Social Factors, Personal Elements	
<b>Week 11</b>	Radio Copywriting	Milan Ch. 8
<b>Week 12</b>	The Radio Commercial, The Mechanics.	Milan CH 9
<b>Week 13</b>	Television Copywriting	Milan Ch. 10
<b>Week 14</b>	Television Commercial, the Mechanics Television Commercial Production Styles	
<b>Week 15</b>	Producing TV Commercials	
<b>Week 16</b>	Types of Television Commercials	Milan Ch.11
<b>Week 17</b>	Writing for the Internet Finals	Milan Ch.16

### **FINAL NOTES**

- June 2nd - The Last day of classes.
- Midterm day will be announced in class.
- The Final exam will be announced in AUK website.

### **Recommended Sections:**

**Supplemental/Extended Readings:** *If you need help finding suitable optional readings for students, please contact the AUK library for support.*

**Mission Statement of Department/College:** As a keystone of the liberal arts experience, the humanities and arts emphasize intelligent communication and logical analysis. Students examine, interpret and evaluate expressions of cultural achievement in world traditions. Through creative processes and critical inquiry, students gain a fuller appreciation of the values of mutual respect and diversity as they cultivate their moral judgment, aesthetic sensibilities and emotional maturity in preparation for becoming socially responsible members of their local, national and global communities.

## Technology Issues:

In this class, all assignments need to be submitted through [folder name] on Moodle. Issues with technology use arise from time to time. If a technology issue does occur regarding an assignment submission, email me at [firstname.lastname@auk.edu.kw](mailto:firstname.lastname@auk.edu.kw) and attach a copy of the **completed** assignment you are trying to submit. This lets me know you completed the assignment on time and are just having problems with the online submission feature in Moodle. Once the problem is resolved, submit your assignment through the appropriate link. This process will document the problem and establish a timeline. Be sure to keep a backup of all work. (Adapted from [Angelo State Template Syllabus](#))

## Email Communication:

Please be sure to write your full name and indicate which class and section you are taking (**Class 100, DAY/TIME section**) when you send me an email. If you have a question, please check the syllabus first and if your question is not answered there, then please feel free to send an email and I will be happy to clarify. I respond to emails within 24 hours of receiving them; if I do not respond within 24 hours, please re-send the email. Please note I normally respond during these working hours: **TIME-TIME, DAYS**. Emails sent on weekends will be responded to on Sunday. (Adapted from [Angelo State](#) and [UWSP Template Syllabi](#))

## Academic Support:

Learning Support Services focuses on empowering students to become independent and successful learners by developing their literacy skills, enhancing their understanding, and helping them improve their academic and study skills. Learning Support Services is comprised of two centers: the Tutoring Center and the Writing Center. The Tutoring Center provides free academic support in various subjects to AUK student. Email: [tutoringcenter@auk.edu.kw](mailto:tutoringcenter@auk.edu.kw).

The Writing Center provides multilingual support (English, Arabic, French, and Spanish) through individual or small-group consultations. Email: [writingcenter@auk.edu.kw](mailto:writingcenter@auk.edu.kw)

## Optional Sections for Online/Hybrid Learning

*Taken from the Syllabus Clinic Handout document.*

## Pre-Requisite Skills:

- Communication using email
- Reading documents online
- Accessing internet websites
- Use of **Zoom/Webex**
- Viewing videos online
- Posting on the discussion board
- Uploading documents to Moodle
- Proficiency with Microsoft Word and/or PowerPoint (Adapted from [Angelo State](#) and [UWSP Template Syllabi](#))

## Technology Requirements:

To participate in one of AUK's online courses, you need this technology:

- A computer/laptop capable of running Windows 10 or later, or MAC OS X
  - Please note: other electronic devices such as tablets or phones may function for attending **Zoom/Webex** sessions. However, they are not recommended for typing (assignments,

discussion board, using chat feature etc.). In addition, during some **Zoom/Webex** sessions, you may be asked to collaborate on a Google doc, which would be easier to do when using a laptop or desktop computer.

- The latest version of Firefox, Chrome, Microsoft Edge, Internet Explorer, or Safari
- Microsoft Office Suite or a compatible Open Office Suite
- Adobe Acrobat Reader or other applicable PDF reader
- High speed internet access
- Webcam or other built-in camera on laptops, tablets, or phones
- Microphone or other built-in microphones on laptop, tablets, or phones (Adapted from [Angelo State](#) and [UWSP Template Syllabi](#))

### **Browser Compatibility Check:**

It is the student's responsibility to ensure that the browser used to access course material on his/her computer/electronic device is compatible with AUK's learning management system, Moodle. Problems in this area need to be discussed with faculty at the time of occurrence. (Adapted from [Angelo State Template Syllabus](#))

### **Online Course Delivery/Methodology:**

This is an online course which includes synchronous class sessions as well as **assignments/homework** to be done asynchronously. The course content will be delivered via the Moodle Learning Management System. The course site can be accessed at [\[website\]](#). Classes will meet online **X days** per week using **Zoom/Webex**. The access link will be posted on Moodle. The material will be presented in [\[lecture form/through discussions/videos\]](#). During the course, you will have the following evaluations: [\[written work will be submitted through a plagiarism checker, there will be group work or discussions done via Zoom/Webex breakout rooms, final exams will be on campus, etc.\]](#). To complete this course successfully, you must participate in all course activities [\[discussion boards, course projects, reflective logs, etc.\]](#). Students are expected to engage in course activities and submit work by due dates and times. (Adapted from [Angelo State Template Syllabus](#))

### **Netiquette**

- Be on time to **Zoom/Webex** meetings and make sure you attend and participate regularly
- Check your AUK email regularly to receive all relevant announcements and communication
- Be professional and careful with your online interaction. Proper address for faculty is by formal title such as Professor or Dr. unless invited by faculty to use a less formal approach
- When writing, ensure to use formal, respectful, professional language and double-check spelling/grammar function before sending/posting. This applies to emails, typing on **Zoom/Webex** chat, posting on discussion boards, assignments, or any other form of writing you will complete within the context of this course
- Check the discussion board frequently and respond appropriately and on subject
- Cite all quotes, references, and sources
- Capitalize words only to highlight a point. Otherwise, capitalizing is generally viewed as SHOUTING!
- Do not dominate discussions and allow other students to post or join in
- It is not appropriate to forward someone else's messages or emails without their permission
- Be careful when using humor. The absence of face-to-face cues can cause humor to be misinterpreted as criticism or flaming (angry, antagonistic criticism)
- Recording **Zoom/Webex** sessions is prohibited (Adapted from [Angelo State](#), [UWSP](#), and [FSU-COVID Template Syllabi](#))