



UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA
FACULTY OF SOCIAL AND POLITICAL SCIENCE
BACHELOR PROGRAM OF COMMUNICATION SCIENCE

CODE DOCUMENT
CUD/BACHELOR OF
COMMUNICATION SCIENCE
/S1/11531013/2023

COURSE DESCRIPTION

COURSE NAME		CODE :	Course Cluster	Weightage of Credit Units		SEMES TER	Compile Date
Creative Writing (1531013)			Communication Science	T = 3 (4,8 ECTS)	P = 0	4	July, 7 th 2023
AUTHORIZATI ON	Developer Lecturer		Course Cluster Coordinator		Head of Study Programme		
	1. RENY TRIWARDANI		 RENY TRIWARDANI		 Drs. Arif Wibawa, M.Si.		
Graduate Learning Outcomes (GLO)	Graduate Learning Outcomes (GLO) of the program imposed on this course						
	SS1	Demonstrate persuasive, informative, and transformative communication messages across various media platforms to support a career in the field of communication (LO10).					
	GS1	Create creative and ethical works to foster innovation in the field of Communication (LO3)..					
	K2	Explain the scope, nature, order, and methods of communication as the foundation for executing tasks in practical communication (LO8).					
	A1	Demonstrate a spiritual, disciplined, creative, entrepreneurial, diligent, honest, excellent, and bela negara attitude in performing tasks within their area of expertise (LO1).					
	Course Learning Outcome (CLO)						
	CLO-2	Students will be able to understand key concepts of Ad Copywriting. (K2)					
	CLO-1	Students will be able to understand the concept of creative thinking (A1)					

	CLO3	Students will be able to understand making of creative advertising (GS1)
	CLO4	Students will be able to practice writing creative briefs and following them when developing campaigns (SS1)
	CLO5	Students will be able to practice and enhance essential copywriting skills (SS1)

Sub Course Learning Outcome (Sub-CLO)				
Sub CLO1	Students will be able to understand the concept of creativity. (CLO -1) (C1, A1, P1)			
Sub CLO2	Students will be able to understand the Definition, and Writing Effective Copy. (CLO 1) (C2, A1, P1)			
Sub CLO3	Students will be able to understand Copywriting process (CLO -2) (C2, A1, P1)			
Sub CLO4	Students will be able to understand Insights and Creative Briefs (CLO 3) (C2, A1, P2)			
Sub CLO5	Students will be able to practice the Creative Process, Generating Ideas and Concepting (CLO 3,4) (C2, A2, P2)			
Sub CLO6	Students will be able to execute the Copywriting Grammar, Copy Anatomy and Branding Copy (CLO 4,5) (C2, A2, P2)			
Sub CLO7	Students will be able to execute Creative Work on content marketing (online and offline form) (CLO 5) (C3, A3, P2)			
Correlation between GLO and Sub-CLO				
GLO	SS 1	GS1	K2	A1
Sub CLO1				X
Sub CLO2				X
Sub CLO3			X	
Sub CLO4		X		
Sub CLO5	X	X		
Sub CLO6	X			
Sub CLO7	X			

Brief Course Description	Copywriting is the art of marketing— selling — with words. Unlike writing fiction or industry nonfiction, copy content is constantly marketing and should not only entertain but also motivate action on the part of the viewer. This course covers the fundamentals of copywriting, including its purpose, objectives, and the step-by-step process of creating content that captures attention increases brand awareness, and persuades viewers to purchase the product or support the campaign message. This course focuses on advertising creative strategy and execution. In this course, you'll develop your creativity through assignments and critiques. You'll learn to generate ideas, create layouts, and produce captivating advertising. The goal is to engage, enlighten, entertain, and provoke with your work. language used in the class: Bahasa Indonesia
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Course Content/Learning Materials:	1. Creativity for Copywriting 2. The Copywriting Process 3. The Creative Brief 4. Ad Marketing Concepts 5. Ad Campaigns 6. Video Marketing 7. Online Content
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Reference	Primary :
	1. Barry,Pete. 2016.Advertising Concept Book 3E: Think Now, Design Later (Third).THAMES HUDSON 2. Robert W. 2020.The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells (4th Edition).St. Martin's Griffin
	Supporting :
	1. Ariyadi, Widya. 2017. 101 Amazing Copywriting Ideas. Yogyakarta: 2. Prisgunanto, Ilham. 2014. Komunikasi Pemasaran Era Digital. Jakarta: Prisani Cendekia

Lectures	RENY TRIWARDANI
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Prerequisite courses	Basics of Marketing Communication
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Weeks	Learning Outcome for Each Stage (Sub-CLO)	Assessment	Form of lesson, Deductical methods, Student assignment [Estimated Time]	Learning Materials	Weightage of Assessment (%)
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		Indicator	Criteria & Form	Offline Course	Online Course	[References] (Topics)	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)

1	Students will be able to understand the concept of creativity.	1. ability to understand introduction to the purpose, objective, practice, and real world applications of Copywriting	C = Rubric F = Assignment	FOL = Learning Process Activities DM = Group Discussion SA = Information-gap task		- Introduction to the purpose, objective, practice, and real-world applications of Copywriting	
2	Students will be able to understand the concept of creativity.	1. ability to understand the concept Advertising & Creativity	C = Rubric F = Assignment F = Participation	FOL = Self-Study Activities DM = Summarizing SA = Creating a Portfolio of Independent Activities		- Creative Thinking and Advertising	
3	Students will be able to understand the Definition, and Writing Effective Copy.	1. ability to understand Creative thinking (Vertical and lateral) 2. ability to understand Creative brief and USP	C = Rubric F = Assignment F = Participation	FOL = Self-Study Activities DM = Summarizing SA = Creating a Portfolio of Independent Activities		- Creative brief and USP - Creative thinking (Vertical and lateral) - Creative process	

4	Students will be able to understand Copywriting process	1. ability to understand Copywriting process	C = Rubric F = Presentation F = Participation	FOL = Learning Process Activities DM = Classroom Presentations by Students SA = Reasoning-gap task		- Copywriting : Concept and importance - Visualization : Concept and importance - Target Marketing	
5	Students will be able to understand Insights and Creative Briefs	1. ability to understand the Creative Brief	C = Rubric F = Presentation	FOL = Learning Process Activities DM = Classroom Presentations by Students SA = Opinion-gap task		- Writing the Creative Brief - Define the Project	
6	Students will be able to understand Insights and Creative Briefs	1. ability to practice making creative brief	C = Rubric F = Project Assignment F = Participation	FOL = Structured Assignment Activities DM = Project-Based Learning SA = Developing a Project		- Define Campaign Objective - The Marketing Plan - Segmentation, Targeting, and Positioning	

7	Students will be able to practice the Creative Process, Generating Ideas and Concepting	1. ability to practice making the creative brief	C = Rubric F = Project Assignment	FOL = Structured Assignment Activities DM = Project-Based Learning SA = Developing a Project		- Creative ad copy for different media :Print, Broadcast, Web and Outdoor - Generating Ideas Concepting	
8	Midterm Evaluation / Midterm Exam.						
9	Students will be able to execute the Copywriting Grammar,Copy Anatomy and Branding Copy	1. ability to understand copywriting grammar, copy anatomy, and branding copy	C = Rubric F = Project Assignment	FOL = Structured Assignment Activities DM = Project-Based Learning SA = Developing a Project		- Copywriting Grammar - Copy Anatomy - Branding Copy	
10	Students will be able to execute the Copywriting Grammar,Copy Anatomy and Branding Copy	1. ability to practice the creative work	C = Rubric F = Project Assignment	FOL = Structured Assignment Activities DM = Project-Based Learning SA = Developing a Project		- Critiquing Ads	

11	Students will be able to execute Creative Work on content marketing (online and offline form)	1. ability to present the copywriting project	C = Rubric F = Project Assignment	FOL = Structured Assignment Activities DM = Project-Based Learning SA = Developing a Project		- Pitching Creative Work 1	
12	Students will be able to execute Creative Work on content marketing (online and offline form)	1. ability to practice creative work	C = Rubric F = Project Assignment	FOL = Structured Assignment Activities DM = Project-Based Learning SA = Developing a Project		- Pitching Creative Work 1	
13	Students will be able to execute Creative Work on content marketing (online and offline form)	1. ability to practice creative work on online content	C = Rubric F = Project Assignment	FOL = Structured Assignment Activities DM = Project-Based Learning SA = Developing a Project		- Execute the Copy: Headlines, taglines and storytelling	

14	Students will be able to execute Creative Work on content marketing (online and offline form)	1. ability to practice to write online content	C = Rubric F = Project Assignment	FOL = Structured Assignment Activities DM = Project-Based Learning SA = Developing a Project		- Creative ad copy for Digital and Social Media	
15	Students will be able to execute Creative Work on content marketing (online and offline form)	1. ability to present the creative work	C = Rubric F = Project Assignment	FOL = Structured Assignment Activities DM = Project-Based Learning SA = Developing a Project		- Present the creative work	
16	Final Evaluation / Final Exam.						

		UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA FACULTY OF SOCIAL AND POLITICAL SCIENCE BACHELOR OF COMMUNICATION PROGRAMME	
Course: Creative Writing			
Code: 1531013	Weightage of Credit Units(T/P): 3/0 (4,8 ECTS)	Course Cluster: Communication Science	No: Date: January, 3 rd 2023
AUTHORISATION	AUTHORING TEAM	Course Cluster Coordinator: Reny Triwardani	Head of Study Programme:  Arif Wibawa

Form of Evaluation

Week (1)	Sub. CLO (2)	Form of Evaluation (3)	Weight % (4)
3	Sub.CLO 1; Sub CLO 2; and Sub CLO 3	Media Observation	20%
8	Sub CLO 4; Sub CLO 5; Sub CLO 6; and Sub CLO 7	Mid exam	30%
15	Sub CLO 8; Sub CLO 9; Sub CLO 10; Sub CLO 11;	Project Methods	40%
		Presentation	10%

	Sub CLO 12		
	Sub CLO 13		
	Sub CLO 14		
Total			100

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Task Plan

1. Student provide a review of copywriting advertisement research (Week 3)
2. Students in groups observe the creative writing of marketing messages in various media and analyze of the spectrum strategies used.
 - Select and sort the advertisements into categories of product-oriented, consumer-oriented or both
 - Conduct observations on 10 copywriting print ads (billboard advertisements in the local city) and classify them into groups of bad or good copywriting.
 - Present in class (Week 8)
3. Students create a creative writing project (Week 16)

