

Spring, 2010

COURSE: Electronic Media Copywriting

INSTRUCTOR: M. Larry Litwin, APR, Fellow PRSA
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OFFICE: Room 138 – Bozorth [856-256-4224]

BOOKS USED FOR THIS COURSE:

The Public Relations Practitioner's Playbook

Third Edition [Blue Cover or Purple Cover], AuthorHouse, 2009
Author – M. Larry Litwin, APR, Fellow PRSA

The ABCs of Strategic Communication

Second Edition [Green Cover], AuthorHouse, 2008
Author – M. Larry Litwin, APR, Fellow PRSA

Write Right

(First Edition, authorhouse, 2005)
Author – Roger A. Shapiro

The Associated Press Stylebook

(44th Edition or later, 2009)

Each student must complete all assignments. Class participation is also considered for semester grade. Therefore, it is important that students attend all classes, interact and ask questions. Anyone who arrives late should inform Prof. Litwin. Deadlines and accuracy are vital in the communication profession and are factored into final grades. **Missed tests may not be made up. Late assignments will be downgraded 10 points. Cell phones are off limits during class: No calls – no text messaging – no IMing. An occasional glance to check the time is acceptable. But don't "push it."**

More than three absences will affect a student's grade.

Students are responsible for reading assigned chapters in **all** books. PR terms, tips and techniques used in class are in ***The ABCs of Strategic Communication***.

Prof. Litwin uses SMU's "Teaching Naked" approach in the classroom. Therefore, it is imperative that students visit www.larrylitwin.com and www.slideshare.net on a regular basis (prior to classes) in addition to relying on books. Knowing assignment content in advance of class makes classes more stimulating and enjoyable.

Objective: To teach students the craft of working as individuals and in groups, to plan and write radio and television commercials, public service announcements, PowerPoint® scripts for advertising, marketing and promotional communication purposes, and Web copy.

Areas to be covered:

- The broadcast copywriter
 - An overview
 - Commercial evaluations
- Review of advertising and IMC basics
- Basic mechanics
 - Commercial evaluations
- Individually written spots – Radio
 - Public Service Announcement
 - Spots for PBS-type stations (underwriting)
 - Spots for commercial radio
- Individually written spots – TV
- Political commercials
- The broadcast campaign
- Group projects
 - PowerPoint® – Students work in groups to create an electronic presentation
- Writing for the Web
- Prepare and present a broadcast campaign – goal, objectives, strategies and tactics. This is an important assignment. It is a major portion of the final grade.

Overall Grading		Assignment Breakdown
A=95-100	C = 77-74	Writing Assignments = 55%
A-=94-92	C- = 73-72	Class Participation = 5%
B+=91-88	D+ = 71-67	Group=15%
B=87-84	D = 66-64	Final presentation=25%
B-=83-82	D- = 63-60	
C+=81-78	F = 59 and below	

The following is university policy: Once drop-add ends, students are permitted to add a course only in cases of documented emergency. The special form (hardship form) for late schedule adjustment specifically calls for a description and attached documentation of the particular emergency in that student’s case.

Your academic success is important. If you have a documented disability that may have an impact upon your work in this class, please contact me. Students must provide documentation of their disability to the Academic Success Center in order to receive official University services and accommodations. The Academic Success Center can be reached at 856-256-4234. The Center is located on the 3rd floor of Savitz Hall. The staff is available to answer questions regarding accommodations or assist you in your pursuit of accommodations. We look forward to working with you to meet your learning goals.

If you have a question about a class being held, call me at 856-767-7730. Best wishes for an enjoyable and successful semester!

UNDERGRADUATE STUDENTS COLLEGE OF COMMUNICATION

Student Information

Your Name _____

Banner Number _____

College Address _____

City _____ State _____ Zip _____

Phone (Best Number) _____

Home Address _____

City _____ State _____ Zip _____

Home Phone _____

Work Phone _____

Fax _____

e-mail _____

High School _____ Town _____

Declared Major _____ Year _____

Other Colleges Attended _____

Profession/Employer _____

Professional Goal _____