



COPYWRITING ADVANCED

Explore new, clever and engaging ways to push your writing to the next level.

Writing today is an indispensable skill and if you want to excel, you need more than just the basics. Throughout this course, you'll engage with and produce strategic and compelling copy that will attract readers.

LEARN TO:

- Articulate an idea in a language that is both concise and engaging for others to read
- Excel at producing industry standard copy
- Solve and deliver briefs efficiently and on time
- Understand a brief and identify its purpose
- Develop solid, original creative ideas - Follow the copywriting process from start to finish
- Adopt four unique styles of copywriting

COURSE COVERS:

In this thoroughly practical course, you'll use writing exercises, real-world examples and beyond basic techniques of copywriting to cover:

- Brief interpretation and key elements
- Identifying and conceptualising the big idea
- Copy foundations and techniques, including how to start
- The importance of punctuation
- Incorporating enthusiasm and passion into your writing

IN-CLASS PRICE

Member: \$650

Non-member: \$895



In-class course available in Sydney, Melbourne, Brisbane and Perth. See page 34 for course dates.