MARKETING WRITING (MKWG1-CE)

MKWG1-CE 9152 Marketing and Strategic Communications Writing III (2 Credits)
Writing demands more than a working knowledge of language, grammar, and paragraph construction; it requires clear marketing objectives, knowledge of the target audience, and key messages. This advanced course demonstrates how to apply these techniques, and it offers a method for writing a range of materials commonly assigned to marketing communications professionals—from ads, brochures, and press releases to email, newsletters, and web content. Through weekly class exercises and writing assignments, develop a complete communications package for a product or service of your choice.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

MKWG1-CE 9652 Proposals That Win: Conception, Writing, and Execution (3.5 Credits)
No significant order, contract, or new account is secured without a winning proposal. Solid strategic thinking and writing and a well-crafted presentation must be combined for a complete, convincing package. Learn to develop persuasive, coherent proposals that clearly define and state objectives; outline strategies, tactics, and benefits; and demonstrate why your idea is right for the project goals.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

MKWG1-CE 9655 Strategic Marketing Writing (1.5 Credits)
In today's high-stakes business environment, effective messaging is imperative in order to achieve objectives, whether you're communicating digitally or in print. In this workshop-style course, learn techniques to sharpen your writing skills which focus on developing strong concepts, a step-by-step process to build content that meets specified goals, writing guidelines that work, and recognizing and resolving common writing problems. Students strengthen their abilities to develop strong strategic messaging for everyday communications and various marketing materials for larger media outlets such as e-mail, social media, proposals, bios and profiles, blogs, reports and positioning papers, promotions, organizational messaging, website content, and more.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes