



COURSE SYLLABUS

Copywriting, 7.5 credits

Copywriting, 7,5 högskolepoäng

Course Code: LWCK11	Education Cycle: First-cycle level
Confirmed by: Director of Education May 6, 2021	Disciplinary domain: Social sciences
Valid From: Dec 6, 2021	Subject group: MK1
Version: 1	Specialised in: GIF
	Main field of study: Media and Communication Science

Type of instruction

The teaching is normally conducted in Swedish, but can occasionally be in English.

Prerequisites

Examination and grades

The course is graded Fail (U), Pass (G) or Pass with Distinction (VG).

Registration of examination:

Name of the Test	Value	Grading
Individual written assignment stylistics	1 credit	U/G/VG
Seminar typography	0.5 credits	U/G
Literature seminar	1 credit	U/G
Written assignment, short advertising text	1 credit	U/G
Written assignment, observe and describe	1 credit	U/G
Written assignment, creative writing	1.5 credits	U/G/VG
Written assignment, reflection	1.5 credits	U/G

Course literature