Course Prefix and Number: COMM 210
Credit Hours: 3
Course Title: Copywriting for Television and Radio
Course Prerequisites: None
Textbook:
and

Course Description: This course provides practice in copywriting for television and radio. Students will sharpen specific copywriting skills using realistic situations.

Learning Outcomes:
At the end of this course the student will be able to:

A. assimilate the vocabulary used in the field of broadcast copywriting;
B. understand the concept that writing for commercials is not necessarily an inherent talent, but one that can be improved with practice and discipline;
C. hone skills needed to achieve simplicity in broadcast writing; and
D. consider the larger implications of broadcast writing.

To achieve the learning outcomes, the student will:

1. Memorize terms used in commercial writing. (A)
2. Use written assignments to understand how to use a “hook”, how to gain the attention of your intended demographic, and how to provoke the audience to action. (B)
3. Explain how to cut copy so that it will adhere to the strict time constraints of broadcast writing. (C)
4. Realize the ethical and legal concerns surrounding broadcast journalism. (D)

Course Requirements: This course requires attendance, class participation, assignments, exams, and projects as determined by the instructor.

Course Grading Scale:

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<tr>
<th>Grade</th>
<th>Points</th>
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<tbody>
<tr>
<td>A</td>
<td>90 – 100</td>
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<td>B</td>
<td>80 – 89</td>
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<td>C</td>
<td>70 – 79</td>
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<td>D</td>
<td>60 – 69</td>
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<td>F</td>
<td>0 – 59</td>
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Attendance Policy: The college attendance policy is available at http://www.bpcc.edu/catalog/current/academicpolicies.html
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Title VI, Section 504, and ADA Coordinator
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Email: sculpepper@bpcc.edu
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Equity/Compliance Coordinator
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