



Print advertising with impact

Learn the skills and knowledge required to create print advertisements that communicate the key features of a product, service or idea to the consumer, interpret a creative brief and evaluate a range of creative options to write persuasive copy.

Designed for

Ideal for in-house marketing and sales staff with responsibility for print advertising.

Course outcomes & benefits

Differentiate your product with well-designed advertisements and persuasive copy. Learn to work within budgets and timeframes to create print advertisements with balance and focus. Understand how to attract and guide the reader through the advertisement through the selection of typeface, imagery, layout and original copy.

Course content

- Analyse and interpret a creative brief
- Evaluate creative options
- Prepare persuasive copy
- Create a mass print media advertisement

Duration & course dates

2 days 10 & 11 Aug
 23 & 24 Nov

Investment

\$875

Location

UNSW Global, 12-22 Rothschild Avenue, Rosebery, NSW 2018

Program code BSPA

LEARN4LIFE

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