



ATENEUM DE MANILA UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS  
CENTER FOR CONTINUING EDUCATION



Marketing Management **ONLINE PROGRAM**

---

# INTRODUCTION TO COPYWRITING

---

**October 21, 25, 28, & November 4, 2021**

Synchronous sessions via Zoom

Asynchronous sessions via access to the AteneoBlueCloud (Canvas LMS)



# CONTENTS

About AGSB-CCE

Who Should Attend?

Objectives

Program Content

Resource Person

Program Inclusions and Fees

# ABOUT AGSB-CCE

The Ateneo Graduate School of Business - Center for Continuing Education (AGSB-CCE) was established to complement the existing Ateneo-BAP Institute of Banking, a consortium between the Ateneo de Manila University and the Bankers Association of the Philippines. It was initially known as the Basic Leadership Program (BLP) until the name was changed to Continuing Professional Education (CPE) and then finally, to Center for Continuing Education (CCE).

Under AGBS, CCE takes an active role in addressing specific industry concerns that require immediate, purposeful, and focused response. As an industry resource and partner, CCE offers continuing professional development programs that are workplace-based with immediate take-away value. Methodologies are based on business simulation, practical exercises and applications, case analyses, and focused discussions. Courses are designed, developed and delivered by industry practitioners who are noted experts in their respective fields. Together, AGBS and CCE support the Ateneo mission to promote excellence, integrity and service.



# WHO SHOULD ATTEND?

Young Professionals (Newbies to Middle Managers) in marketing or sales and entrepreneurs who want to get a better understanding of the role of persuasive Copywriting in promoting their brands.

## OBJECTIVES

Successful completion of this module enables the participant to:

- ➔ Understand and learn how copywriting can help make your brand stand out in a very competitive environment;
- ➔ Learn how to write copy in different media;
- ➔ Learn how consumer insight can provide meaningful connections that can help you write better copy for Print, OOH, Radio and TV; and
- ➔ Learn how to write copy for digital content, collaborate, and present/sell your copy/campaign to clients.

# INTRODUCTION TO COPYWRITING

In this era of the “new normal”, we either pivot or perish in order to survive the massive challenges that this global pandemic has brought about. Some have changed careers or started their own businesses and launched their own branded product or a service. Writing copy to promote their products or company is a great skill to have during these times. The workshop will show learners how to write effective copy in print, radio, video and digital content. In today’s hyper-competitive marketing environment, writing attention grabbing headlines and copy will help your Brand stand out and be different from the competition. This course will equip you with copywriting skills to help your brand (product or service) succeed.



## PROGRAM OUTLINE

### Module 1: Introduction to Copywriting

- A. The Critical Role of Copywriting in the Marketing Communications Process
- B. Writing Exercises for Print Medium

### Module 2: How to Write a Copy Based on Consumer Insights

- A. Why this is more persuasive and effective (with Case Studies)
- B. Content Writing for Podcast, Radio, and Audio Media
- C. Exercises on Audio Content

### Module 3: Copywriting in the Digital Age

- A. Adapting the principles of writing copy for Videos, Social Media, and Content

### Module 4 : Presentation of Copywriting Exercise

- A. Closing and Workshop Feedback by Learners

# RESOURCE PERSON



**MS. ELEANOR S.  
MODESTO**

Ms. Eleanor S. Modesto was a Digital Strategy Advisor of Nurun, the global digital network of Publicis Worldwide. She also conducts workshops on creativity, presentation skills, new business and marketing communications around the Asia Pacific Region. She is a regular resource person in marketing communications, brand building, and consumer insight for conferences, summits, workshops, seminars and media interviews. Ms. Modesto was also a speaker and facilitator at the Asia Pacific Media Forum held every two years in Bali, Indonesia.

She was CEO of Lintas Jakarta for over 2 decades when the agency was the number one advertising agency in Indonesia. Initially she was Executive Creative Director of Lintas Jakarta (now Mullen Jakarta); Creative Director of Lintas Manila (now Mullen Group Manila); and Associate Creative Director of Ace-Compton (now Saatchi & Saatchi). She conducted workshops for Bates141, GroupM, Leo Burnett, Bintang 7, Darya Varia, Lowe, JWT, First Media, AKV TV, Unilever, InterAct Carlson, Activate, TBWA, DDB, Group M, and Cabe Rawit, among others.

Ms. Modesto graduated from the University of the Philippines, with a degree in Visual Communication. She graduated cum laude. She was the first Agora Awardee for Regional Marketing Communications by the Philippine Marketing Association.

# INTRODUCTION TO COPYWRITING

## PROGRAM DETAILS

October 21, 25, 28, & November 4, 2021  
(Mondays & Thursdays)  
5:00 pm - 8:30 pm  
via ZOOM

## PROGRAM FEE

Php 11,000.00 (*Early Eagle Rate*)  
Php 12,000.00 (*Regular Rate*)

*\*Schedules and prices may change without prior notice.*

## INCLUSIONS

- Digital copies of the materials can be accessed through AteneoBlueCloud (Canvas LMS)
- Digital Certificate of Completion

## REGISTER NOW!

Ms. Irene S. Chavez  
(+63) 915 133 8552  
ichavez@ateneo.edu  
sales.cce@ateneo.edu

SCAN CODE  
TO REGISTER



*Experience*  
**EXCELLENCE**