

Copywriting courses at AAA



The [AAA School](#) of Advertising offers a copywriting course at its Johannesburg and Cape Town campuses as an entry-level course for those wishing to get into copywriting, or those working in positions that require brand communications writing. After completing this course, students will understand the role of the advertising copywriter and the craft and process involved. They will be able to source concepts, put them to paper, write copy for the various advertising media, present creative work, evaluate creative concepts and use various techniques for unlocking creativity. For 2012 course dates in Johannesburg, email pascalleg@aaaschooljhb.co.za or in Cape Town, hayley@aaaschool.co.za.

For more, visit: <https://www.bizcommunity.com>