

Fundamentals of Marketing Communications

Businesses depend on marketing communications to attract customers, earn profits and, in essence, thrive. Yet the challenge of breaking through the noise and combating three-second consumer attention spans can be difficult. That's why now, more than ever, it's critical to have marketing communications that grab attention, create a connection and, convince readers to take action, all within a few sentences.

Class participants will learn how to craft persuasive, action-oriented marketing messages that evoke desirable audience responses for integrated online and offline marketing communications campaigns.

Who should take this course?

This course is a beginning to intermediate level class for content providers and business professionals seeking to enhance their persuasive writing skills.

Participants will have the opportunity to demonstrate their ability and translate classroom knowledge into real-world situations through classroom activities, discussions, and exercises. This is an elective class within the Technical Writing certificate program at Bellevue College.

Course Objectives

- Explain basic marketing principles and concepts.
- Apply key marketing communications principles to real-world projects.
- Use proven copywriting techniques to produce marketing communications deliverables.
- Create digital marketing pieces including an online press release and email newsletter.
- Create social media marketing pieces including a blog post and Twitter campaign.
- Create a print advertising piece.
- Create a direct marketing piece.

Course Details

- Length: 15 hours
- Format: Computer classroom
- Prerequisites: None

The above prerequisites are considered to be the basic skills and knowledge needed prior to taking this class. Instructors will assume your readiness for the class materials and will NOT use class time to discuss prerequisite materials.



Course Contents

Explain basic marketing principles and concepts.

- Describe marketing and the high-level sales process.
- Describe the 5 “Ps” of marketing: product, price, place, promotion, and people.
- Define value proposition, positioning, and messaging.
- Summarize the evolution of marketing.

Apply key marketing communications principles to real-world projects.

- Describe marketing communications and the high-level communications process.
- Identify marketing communications tactics and promotional mix tools.
- Apply elements of storytelling in marketing communications.

Use proven copywriting techniques to produce marketing communications deliverables.

- Define copy writing.
- Explain how the AIDA (Attention, Interest, Desire, Action) formula is used in copywriting.
- Write headlines using the “Four U’s Formula”.
- Describe the principles of persuasive writing including repetition, tone, voice, and word choice.
- Use best practices to approach the writing process.

Create digital marketing pieces including an online press release and email newsletter.

- Define digital marketing.
- Apply web content writing best practices including Search Engine Optimization.
- Write an online press release.
- Apply email marketing best practices.
- Write an email newsletter.



Course Contents, continued

Create social media marketing pieces including a blog post and Twitter campaign.

- Define social media marketing.
- Apply social media marketing best practices.
- Write a blog post.
- Write copy for a Twitter campaign.

Create a print advertising piece.

- Define advertising.
- Apply advertising best practices.
- Write print advertisement.

Create a direct marketing piece.

- Define direct marketing.
- Apply direct marketing best practices.
- Write a direct sales letter.