

IAS

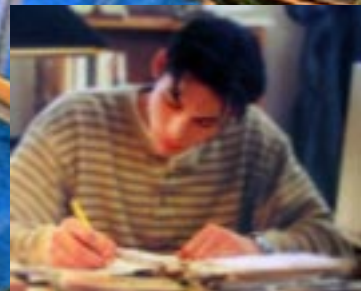
PROFESSIONAL CERTIFICATE IN COPYWRITING



WRITING FOR TELEVISION



WRITING FOR RADIO



WRITING
FOR THE
PRINT MEDIUM

IAS PROFESSIONAL CERTIFICATE IN COPYWRITING

This Professional Certificate course has been designed to impart skills in creative writing for effective communication. This course will be a blend of theory and practical work and has been structured to provide a solid foundation in writing for the various Media.

The entire course will be spread over a period of 8 weeks. Classes will be held once every week.

Besides getting the rare opportunity to interact with leading Copywriters and Creative directors, participants will also get to work on several assignments and real-time case studies.

Topics Covered

- Writing for the Print medium
- Writing for Television
- Writing for Radio
- Writing for Collaterals and New Media

Time : 7pm – 10pm

IAS Student Membership - S\$50.00

IAS Members: S\$800.00

Non-IAS Members: S\$950.00

GST not applicable.

Mode of payment : All major credit cards and cheques only - no NETS/cash payment.

JUST SOME OF THE MAJOR AGENCIES INVOLVED:

- MediaCorp Singapore
- McCann Erickson
- Saatchi & Saatchi
- J Walter Thomson (S)
- Robinson & Co (S) Pte Ltd

To find out more, please call 6220 8382 or fax your enquiries to 6220 7187.

Alternatively you can e-mail us at iasedu@ias.org.sg or adexedu@ias.org.sg. Do visit our website at www.ias.org.sg



PROFILE OF IAS

The Institute of Advertising (IAS) was established in 1990. The then Honourable Minister of State for Trade & Industry; and Communications & Information, Mr Mah Bow Tan launched the Institute. It also received its official recognition from the Registrar of Societies in Singapore. It has since grown, from a simple provider of training courses in advertising and related subjects, into a professional organization today catering to the interests of individual advertising and communications practitioners nationwide.

Diploma Courses conducted by IAS

- **Diploma in Marketing Communications**
- **Diploma in Creative Communications**
- **Professional Diploma in Advertising & Design**

Professional Certificate Courses conducted by IAS

- **IAS Portfolio School**
- **IAS Brand Management School**
- **IAS Media Planning School**
- **IAS/4As Account Planning School**
- **IAS Copywriting School**
- **IAS Corporate Communications School**
- **IAS Video/Graphics Production School**
- **IAS Advertising by Design**
- **Professional Certificate in Advertising & Promotional Design**

Awards

- Diploma in Marketing Communications - Institute of Advertising, Singapore
- Diploma in Creative Communications - Institute of Advertising, Singapore
- Diploma in Marketing Communications - International Advertising Association, New York
- Professional Certificate - Institute of Advertising, Singapore
- Professional Diploma in Advertising & Design - Institute of Advertising, Singapore & Chatsworth Medi@rt Academy Pte Ltd
- Professional Certificate - Institute of Advertising, Singapore & Chatsworth Medi@rt Academy Pte Ltd

Participants from the following organisations have attended the IAS Courses listed at left

Asatsu-DK S'pore Pte Ltd
AXN Asia
Batey / Redcell
Caltex International
Clear Channel Singapore
Coda Advertising Pte Ltd, Malaysia
CreAds Advertising Pte Ltd
Dentsu Asia Pte Ltd
Draftworldwide Pte Ltd
International Herald Tribune
Kraftig Pte Ltd
M&C Saatchi Singapore
North Star Design & Communications Pte Ltd
Siemens Pte Ltd
Sime Darby Edible Products Ltd
Spring Singapore
Starcom Media Worldwide
Temasek Polytechnic
The Asahi Shimbun
10AM Communications