



London TDM

# Marketing and Communication Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 12 July 2026 To 16 July 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

Welcome to the "Copywriting and Persuasive Communication" course. This 5-day intensive program is designed to equip participants with the skills necessary to craft compelling and persuasive copy. Through practical exercises and expert insights, you'll learn how to effectively communicate and influence your audience.

## Objectives

- Understand the fundamentals of copywriting.
- Master the art of persuasive writing.
- Learn techniques to enhance creativity and clarity in communication.
- Develop skills to tailor messages to different audiences.
- Apply ethical considerations in persuasive communication.

## Course Outlines

### Day 1: Introduction to Copywriting

- Definition and importance of copywriting.
- Key elements of effective copy.
- The role of research in copywriting.
- Understanding your audience.
- Exploring different mediums for copywriting.

### Day 2: Crafting Persuasive Messages

- Psychology of persuasion.
- Creating emotional appeal.
- The power of storytelling in copy.
- Structuring your message for impact.
- Techniques for grabbing attention and maintaining interest.

### Day 3: Mastering Writing Techniques

- Developing a unique voice and style.
- Writing with clarity and brevity.
- Techniques for generating creative ideas.
- The importance of editing and proofreading.
- Leveraging tools and resources for better copywriting.

### Day 4: Adapting to Different Audiences

- Identifying and understanding target demographics.
- Customizing tone and style for various audiences.
- Writing for different channels and platforms.
- Handling criticism and feedback effectively.
- Practicing inclusivity and sensitivity in communication.

## **Day 5: Applying Ethics and Evaluation**

- Ethical considerations in persuasive copywriting.
- Legal aspects and compliance in communication.
- Evaluating the effectiveness of your copy.
- Continuous improvement through feedback and metrics.
- Final project: Creating a comprehensive copywriting campaign.