

**SKILLS FRAMEWORK FOR RETAIL  
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

<b>TSC Category</b>	Copywriting					
<b>TSC</b>	Writing Of Advertising Copy For Print Media					
<b>TSC Description</b>	Develop advertising copies for print media that promote the ideal image, features and benefits of the products, services or ideas that comply with legal, organisational and ethical requirements					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
	<b>RET-COP-1007-1.1</b>	<b>RET-COP-2007-1.1</b>	<b>RET-COP-3007-1.1</b>	<b>RET-COP-4007-1.1</b>		
	Carry out the process of advertising copy production on time and produce advertising copies which comply with legal, organisational and ethical requirements	Maintain the quality of writing advertising copy to meet requirements of creative brief in terms of information, format, language, writing style and level of detail	Analyse and confirm techniques for expressing ideas or creative concepts and evaluate content and supporting information against creative briefs for accuracy and completeness	Manage styles or themes appropriate to the publication or type of communication materials and develop original advertising copies for print media		
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Methods for conducting simple market research to understand the products and services and the target audience</li> <li>• Methods to conduct grammar and spelling checks</li> <li>• Processes and technologies involved in printing production</li> <li>• Spelling and typographical mistakes, including commonly misspelled words</li> <li>• Characteristics pertaining to inconsistencies in subject-verb agreement and use of tenses</li> <li>• Types of commonly misused words</li> <li>• Correct use of adverbs, adjectives and other modifiers</li> <li>• Techniques to rewrite phrases and sentences such that they are semantically and grammatically correct</li> <li>• Legal and regulatory requirements relating to publishing and intellectual properties</li> </ul>	<ul style="list-style-type: none"> <li>• Methods for conducting simple market research to understand the products and services and the target audience</li> <li>• Methods to conduct grammar and spelling checks</li> <li>• Processes and technologies involved in printing production</li> <li>• Spelling and typographical mistakes, including commonly misspelled words</li> <li>• Characteristics pertaining to inconsistencies in subject-verb agreement and use of tenses</li> <li>• Types of commonly misused words</li> <li>• Correct use of adverbs, adjectives and other modifiers</li> <li>• Techniques to rewrite phrases and sentences such that they are semantically and grammatically correct</li> <li>• Legal and regulatory requirements relating to publishing and intellectual properties</li> </ul>	<ul style="list-style-type: none"> <li>• Profiles of target audience</li> <li>• Types of print media</li> <li>• Criteria for identifying the advertisement's objectives and deliverables</li> <li>• Criteria for identify the unique selling proposition to generate advertising ideas</li> <li>• Methods for conducting simple market research to understand the products and services and the target audience</li> <li>• Methods and techniques for writing effective headlines for print advertisements</li> <li>• Characteristics pertaining to inconsistencies in subject-verb agreement and use of tenses</li> <li>• Techniques to rewrite phrases and sentences such that they are semantically and grammatically correctly</li> </ul>	<ul style="list-style-type: none"> <li>• Profiles of target audience</li> <li>• Types of print media</li> <li>• Criteria for identifying the advertisement's objectives and deliverables</li> <li>• Criteria for identify the unique selling proposition to generate advertising ideas</li> <li>• Methods for conducting simple market research to understand the products and services and the target audience</li> </ul>		
<b>Abilities</b>	<ul style="list-style-type: none"> <li>• Conduct research to support advertising copy</li> </ul>	<ul style="list-style-type: none"> <li>• Support writing quality to meet requirements of</li> </ul>	<ul style="list-style-type: none"> <li>• Assess the creative brief to identify the</li> </ul>	<ul style="list-style-type: none"> <li>• Develop advertising copies for print media</li> </ul>		

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	<p>development</p> <ul style="list-style-type: none"> <li>• Produce copies which comply with legal, organisational and ethical requirements</li> <li>• Support and draft documents with accurate punctuations, grammar and syntaxes</li> <li>• Write using correct grammar and syntaxes</li> </ul>	<p>creative brief in terms of information, format, language, writing style and level of detail</p> <ul style="list-style-type: none"> <li>• Write advertisement copies for print to communicate advertising messages</li> <li>• Create content with appropriate presentation of words such as punctuation and sentence construction</li> <li>• Write using correct grammar and syntaxes</li> </ul>	<p>advertisement's objectives and deliverables</p> <ul style="list-style-type: none"> <li>• Define the advertising messages by researching the products or services to be promoted</li> <li>• Write advertisement copies to communicate advertising messages</li> <li>• Propose changes to texts using clear language and logical structure</li> <li>• Produce text contents using tone that is consistent with established theme</li> </ul>	<p>containing required images, features and benefits of the products, services or ideas</p> <ul style="list-style-type: none"> <li>• Create original copies that set the organisation's products, services or ideas apart from the competitor's promotional materials</li> <li>• Confirm schedules and budgetary requirements for creating copies</li> <li>• Identify legal and ethical constraints impacting copies to be developed</li> <li>• Edit copies to conform to grammar rules</li> <li>• Edit copies to maintain consistency with the publishing house style</li> </ul>		
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