The objective of this course is to offer students guidance and inspiration with respect to writing and delivering persuasive advertising pitches. Pitching ideas successfully in a competitive advertising climate is a skill that requires practice and passion. Students will learn to communicate their big ideas in a way that is compelling, entertaining, and strategic. Students will study techniques of persuasive communication that apply to a variety of advertising contexts. Topics to be covered include persuasive writing, oral presentation, elevator pitches, interview skills, and competitions for new business. Students will collaborate to prepare and deliver multiple pitch presentations as well as engage in peer critique.