

Programme	B.S. (4-years), Communication Studies	Course Code	BSCS-204	Credit Hours	3
Course Title	Creative Content Writing				
Course Introduction					
<ul style="list-style-type: none"> To develop students' skills in writing creative and engaging content for various media platforms, including electronic media. To understand the principles of storytelling and how to apply them in content writing. To learn how to tailor content to specific audiences and purposes. 					
Learning Outcomes					
<ul style="list-style-type: none"> Students will be able to write creative and compelling content for different formats, such as social media, blogs, articles, and electronic media. Students will understand how to use storytelling techniques to capture audience attention and convey messages. Students will learn how to adapt their writing style to suit different audiences, purposes, and media platforms. 					
Course Content					
Week 1	1. Introduction to Creative Content Writing				
Week 2	<ul style="list-style-type: none"> Overview of content writing 				
Week 3	<ul style="list-style-type: none"> Importance of creative content Setting writing goals and objectives 				
Week 4	2. Storytelling Techniques				
Week 5	<ul style="list-style-type: none"> Principles of storytelling 				
Week 6	<ul style="list-style-type: none"> Using anecdotes and metaphors Creating compelling characters and plotlines 				
Week 7	3. Writing for Different Formats				
Week 8	<ul style="list-style-type: none"> Social media content Blog writing Article writing Writing for electronic media (TV, radio, online video) Script Writing Techniques for Electronic Media Writing for television (scripts, treatments, proposals) Writing for radio (scripts, audio descriptions) Writing for online video (scripts, storyboards, captions) 				
Week 9	1. Understanding Your Audience				
Week 10	<ul style="list-style-type: none"> Identifying target audience 				
Week 11	<ul style="list-style-type: none"> Understanding audience needs and preferences Creating audience personas 				
Week 12	5. Adapting Your Writing Style				
Week 13	<ul style="list-style-type: none"> Tone and voice 				
Week 14	<ul style="list-style-type: none"> Style guides (AP, Chicago, etc.) Writing for different formats and media 				

Week 15	6. Content Marketing and Strategy		
	<ul style="list-style-type: none"> • Introduction to content marketing • 		
Week 16	<ul style="list-style-type: none"> • Creating a content strategy • Measuring content effectiveness 		
Textbooks and Reading Material			
<p>Handley, A. (2014). Everybody writes: Your go-to guide to creating ridiculously good content. Wiley.</p> <p>Crestodina, A. (2012). Content chemistry: The illustrated handbook for content marketing. CCH Marketing.</p> <p>Pulizzi, J. (2013). Epic content marketing: How to tell a different story, break through the clutter, and win more customers by marketing less. McGraw-Hill.</p> <p>Casey, M. (2015). The content strategy toolkit: Methods, guidelines, and templates for getting content right. A Book Apart.</p> <p>Bell, D. (2018). Creative writing: A practical guide. Routledge.</p> <p>Bly, R. W. (2019). The copywriter's handbook: A step-by-step guide to writing copy that sells. Henry Holt and Company.</p> <p>Roman, K., & Raphaelson, J. (2019). Writing that works: How to write for business. HarperCollins Leadership.</p> <p>Handley, A., & Chapman, C. C. (2011). Content rules: How to create killer blogs, podcasts, videos, ebooks, webinars (and more) that engage, educate, and inspire. Wiley.</p>			
Teaching Learning Strategies			
<ol style="list-style-type: none"> 1. Lectures 2. In-Class Activities 3. Written Assignments 			
Assignments: Types and Number with Calendar			
<ol style="list-style-type: none"> 1. Class Participation 2. Attendance 3. Presentations 4. Attitude & Behavior 5. Hands-on Activities 6. Short Tests 7. Quizzes 			
Assessment			
Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.

2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.