

**SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE
(AUTONOMOUS)**



**BOARD OF STUDIES: MEDIA AND MASS COMMUNICATION
PROGRAMME: Bachelor of Commerce (Digital Business)**

SEMESTER: I

**NOMENCLATURE OF THE COURSE: Content Strategy &
Storytelling**

NEP Vertical: VSC

Credit: 02

(As Per Choice Based Credit System (under NEP 2020) with effect from the academic year 2025-2026)



Programme	Bachelor of Commerce (Digital Business)
Nomenclature of the Course	Content Strategy & Storytelling
Total Marks	50 Marks
Semester	I
Academic year	2025-2026

Learning Objectives

- To introduce students to the fundamentals of content strategy, including audience analysis, content formats, and planning techniques for digital platforms.
- To develop storytelling and copywriting skills for various digital platforms, focusing on engagement, structure, and persuasive writing techniques.

Course outcomes

- Explain the core principles of content strategy, including audience targeting, content planning, and platform selection.
- Understand storytelling and copywriting techniques to create engaging and effective digital content across various platforms.

Unit	Course Content	Andragogy	No of Lectures
I	<p>Module 1: Fundamentals of Content Strategy</p> <ul style="list-style-type: none"> • Understanding Content Strategy and its Importance • The 3 Pillars of Content Strategy: Audience, Platform, and Content Formats • Basics of Content Buckets: Awareness, Consideration, and Conversion • Introduction to Content Calendars and Planning • Simple Approaches to Content Strategy: Hero, Hub & Hygiene Model: An Overview • Basics of Strategic Thinking: The 4Ps of Content Strategy • Understanding & Interpreting Simple Content Briefs 	Lectures/ AV Presentations/ Demonstrations	15
II	<p>Module 2: Storytelling & Copywriting for Digital Platforms</p> <ul style="list-style-type: none"> • Elements of a Good Story: Audience, Emotions, and Engagement • The Role of Visuals, Sound, and 	Lectures/ AV Presentations/ Demonstrations	15

	<p>Authenticity in Storytelling</p> <ul style="list-style-type: none"> • Understanding Story Archetypes & Their Impact • Simple Storytelling Formats Used in Digital Campaigns • Basics of Storyboarding for Content Creation • Difference Between Copywriting & Content Writing: An Overview • Common Types of Copywriting (Ads, Social Media, Emails) • Simple Copywriting Techniques: Headlines, Hooks & CTAs • Editing Basics: Grammar & Readability Rules • Dos & Don'ts of Copywriting for Beginners • Introduction to Content Writing: Blogs, Social Media & Articles • Basics of Working with Designers & Content Teams 		
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SUGGESTED READINGS

- Handley, A. (2014). Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content. Wiley.
- Luntz, F. (2007). Words That Work: It's Not What You Say, It's What People Hear. Hachette Books.
- MacDonald, S. (2022). The Content Strategy Toolkit: Methods, Guidelines, and Templates for Digital Content. Peachpit Press.
- Sullivan, L., & Boches, E. (2016). Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads (5th ed.). Wiley.
- Dodson, I. (2016). The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns. Wiley.

Internal Continuous Assessment (ICA) Pattern

Sr No.	Examination Method	Marks
1	2 Presentation/Project/Assignment/Case Study of 10 marks each	20

Term End Examinations (TEE)

Question Paper Pattern

Question No.	Description	Total Marks
1	A. Full Length Theory Question OR	15
	B. Full Length Theory Question	15
2	A. Full Length Theory Question OR	15
	B. Full Length Theory Question	15
	TOTAL	30