DIPLOMA IN
CREATIVE WRITING AND CONTENT DEVELOPMENT
SEMESTER-2
CWCD-201
Content Strategy and Digital Storytelling

MAX. MARKS: 100
EXTERNAL: 70
INTERNAL: 30
PASS: 40%
CREDITS: 5

COURSE OBJECTIVES	
CO1	Develop SEO-optimized content strategies that align with search engine algorithms and user intent.
CO2	Analyse web analytics and engagement metrics to iterate and improve content performance.
CO3	Create transmedia narrative plans that maintain brand consistency across social media, blogs, and podcasts.
CO4	Formulate a 30-day content calendar tailored to specific demographic personas and business goals.

INSTRUCTIONS FOR EXAMINATIONS

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions each from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. The candidates will attempt ten questions and each question will carry 3 marks.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

Section A

Unit 1: The Attention Economy: Writing for social media and blogs

Unit 2: SEO and Keyword Strategy for writers

Section B

Unit 3: Transmedia Storytelling: Narrative across multiple platforms

Unit 4: Data-Driven Content: Using analytics to guide writing