

Certificate in Creative Writing and Corporate Communication (CCWCC)

PROGRAMME STRUCTURE

Total Credits: 20

Sr no	Course Name	Credits	Total Credits
1	The Expressive Self	3	5
	Submission	2	
2	Sources of Creativity	3	5
	Submission	2	
3	Introduction to Creative Forms of Writing	4	6
	Submission	2	
4	Integrated Marketing & Corporate Communication	2	2
5	Submission on Corporate Communication	2	2

SYLLABUS

THE EXPRESSIVE SELF

1. Your Physical Self
2. Your Thinking Self
3. Your Feeling Self
4. Your Aspirations
5. Relating to your Family
6. Relating to your Friends
7. Responding to your Environment
8. Responding to Issues and Concerns
9. Rhetorical Modes
10. Writing from Research

Submission

SOURCES OF CREATIVITY

1. The Right Approach
2. The Experience of Hearing
3. The Experience of Touch
4. Sight, Smell and Taste Encounters
5. The Magic of Dream and Memory
6. Emotions and The Living Journal

Submission

INTRODUCTION TO CREATIVE FORMS OF WRITING

1. Qualities of Great Writing
2. Walt Whitman (Lyrical Tradition) Temsula Ao (Tribal World)
3. Aspects of Drama
4. Short Fiction
5. Fiction and Contemporary Indian Essay
6. The Transcendental American Essay
7. How Great Writers Relate to Their Art

Submission

INTEGRATED MARKETING AND CORPORATE COMMUNICATION

1. Introduction to Corporate Communication
2. Corporate Identity, Image and Reputation
3. Corporate Sustainability and CSR
4. Organizational Internal Communication
5. Introduction to Integrated Marketing Communication
6. Communication Strategy for IMC
7. Marketing Communication

Submission On Corporate Communication The student is required to submit a Submission on Corporate Communication in compliance with the provided guidelines.