

Syllabus 25-26
Semester IV OEC HL

4.4 OEC	
Course Title	Writing in English for Corporate Communication (for the English medium students)
Course Credits	2
Course Outcomes	After going through the course, learners will be able to :
	1. Handle internal communication such as documenting meetings, drafting circulars, newsletters, announcements, and representations from employees.
	2. Make advertisements for newspapers and other print media.
	3. Create brochures and flyers for marketing brands.
	4. Compile a set of slides for making presentations and pitch deck.
Module 1 (Credit 1) - Internal Communication	
Learning Outcomes	After learning the module, learners will be able to:
	1. Draft notices, agenda and minutes of meetings.
	2. Prepare circulars, announcements and newsletters.
	3. Draft letters of representations, regrets, appreciations, memos, gratitude, and others.
Content Outline	1.1 Documenting meetings 1.2 Circulars (holidays, change in leadership, training programs etc.), announcements (bonuses, incentives, celebrations, commemoration etc.), and newsletters from organisations. 1.3 Two-Way communication between the employer and employee.
Module 2 (Credit 1) - Writing for Advertisements and Brand Marketing	

Learning Outcomes	After learning this module, learners will be able to
	1. Prepare advertisements and flyers.

	2. Making pitch decks and brochures.
Content Outline	2.1 Content for advertisements- heading, body, attractive captions etc. 2.2 Slides for advertising and marketing a brand- making slides giving details of an organisation, its products or services, offers, features of products/services, social media links etc,

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE) External Evaluation

Q.1 Content for Advertisements for newspapers 1 /3 - 15 marks

Q.2. Making brochures or flyers for social media handles 1 /3 - 15 marks.

Q.3. Creating a pitch deck (at least 6 slides) 1/3 - 20 marks.

Bibliography

Carlton, Dixie Maria. *Advertising Branding and Marketing*. 2017.

Indeed Editorial Team. *How to Write an Effective Advertisement: A Complete Guide*. March 2025. Roman, Kenneth, and Joel Raphaelson. *Writing That Works*. Collins Reference, 2000.

Schwab, Victor. *How to Write a Good Advertisement*. Imusti, 2013.

Winterson, David. *Advertising and Corporate Communication*. Centrum Press, 2010.