

## MASS COMMUNICATION COURSE MODULES

A compelling narrative has the power to impact lives. Bring light to important topics, curate the big idea to effect change, and shape the way your community thinks, all with the skills you'll pick up in the most established media course in Singapore – the Diploma in Mass Communication (MCM).

With a comprehensive curriculum ranging from print, online and broadcast journalism to advertising, public relations, radio, TV and social media, you'll learn how to effectively use all media platforms to tell the stories that need to be heard.

### A Strong Foundation in Media

During the first year, you will learn about the fundamentals of media writing, digital media, reporting and communications, and pick up skills on radio and video production. In your second year, you will be exposed to areas such as digital journalism and marketing, content marketing, research and user experience design. You will develop your skills in top-notch purpose-built facilities that include TV and radio studios, and media labs.

### Real-world Exposure

In your final year, you will be trained to be your own boss! You will learn the skills of managing a media business, including identifying business opportunities, and understanding applications of data analysis and visualisation. You will hone and integrate your skills and knowledge through a capstone project where you will get to work with real clients. You may find yourself screening your documentary at an international film festival, reviewing restaurants and plays, interviewing or taking photographs of celebrities, producing programmes for national TV or radio, or pitching advertising and public relations campaigns to multinational companies as part of your homework.

You will also get a chance to go on six-month local or overseas internships with industry leaders such as Mediacorp, Singapore Press Holdings, Sony Pictures Entertainment, Wunderman (US) and Myriad Pictures (US). Alternatively, you could intern with m:idea, where you will pitch for business and deliver editorial, design, photography, public relations, advertising, digital media, TV and radio production services to clients.

## LEVEL 3.1

### Media Entrepreneurship

This module introduces students to the key aspects of managing a media business, including understanding concepts such as ROI, and profit and loss statements. Students will learn the skillsets of a successful media entrepreneur. This includes opportunity recognition, pivoting and innovation, HR skills and ethics in business. They will also build on their knowledge from Marketing & Media Research to understand enhanced applications of data analysis and data visualization.

### Capstone Project

Using the conceptual and applied knowledge learnt in Year 1 and 2, students hone and integrate their skills through managing and operating m:idea's flagship units and/or working with external clients on real-time projects. Opportunities include:

- strategising and planning an integrated brand communications campaign for a selected client
- using data insights to position and produce news and other programmes for different target audiences and across platforms
- producing engaging multimedia stories, photo essays and mobile specials for clients
- creating animated videos, digital posters, interactive websites or content for social networks

These projects could support NP publications and productions, e.g. hype (entertainment and lifestyle magazine), Tribune (campus e-paper), UrbanWire (a youth-centric e-zine), Radio Heatwave (campus radio station) and CTV (campus tv), Klix! (photography studio), the Inspire design team or exist as industry projects with external clients.

All projects will provide students with hands-on experience in incorporating various skills, platforms and mechanisms to achieve the desired impact in the marketplace.

## LEVEL 3.2

### Internship (Local/ Overseas)

Students will be placed on an internship with companies and agencies matching their abilities and interests. The internship gives students opportunities to apply their acquired knowledge and skills to the work environment. Students gain valuable work experience and exposure to the rigour, demands and excitement of the media industry, enabling them to adapt effectively to future employment. Many

of our students are offered employment by these same companies.

### COURSE CURRICULUM

Module Name	Credit Units
<b>YEAR 3</b>	
<b>Level 3 . 1 ( 20 hours per week)</b>	
Media Entrepreneurship	4
Capstone Project	12
World Issues : A Singapore Perspective ^	2
Interdisciplinary Studies (IS) elective ^	2
<b>Level 3 . 2 ( 22 hours per week)</b>	
Internship (Local/Overseas)	22

#### Notes:

^ For more details on Interdisciplinary Studies (IS) electives, please log on to [www.np.edu.sg/is/](http://www.np.edu.sg/is/)

#### IS Modules

The School of Interdisciplinary Studies (IS) delivers a broad-based curriculum, which nurtures a new generation of professionals with multidisciplinary skills and an innovative and entrepreneurial spirit to meet the challenges of a knowledge economy. IS offers both prescribed modules and electives to challenge boundaries. Prescribed modules develop students' competencies in core areas such as Communication, Innovation and Enterprise, Culture and Communication, and Personal Mastery and Development, while elective modules provide insights into Arts and Humanities, Business, Design, and Science and Technology.