

COURSE MODULES

LEVEL 2.1

Advertising & Brand Management

Here, students are initiated to the theory and techniques of integrated planning for a brand campaign, with an emphasis on media-message strategies. Students will learn to analyse market trends, develop unique ideas, manage the campaign's message structure in relation to media, and pitch for an advertising campaign in an agency environment.

Agency Business Management

This module focuses on advertising as a business. Account profitability, account team productivity, as well as agency, client and supplier selection processes will be examined. Students will also learn operational and communications processes to achieve a fruitful agency-client relationship.

Marketing Research

This module introduces practical knowledge of planning and implementing qualitative-quantitative advertising research, using various research tools. Students will learn to use research, focus groups in particular, to extrapolate key consumer insights that will enhance the uniqueness, relevance, credibility and comprehensibility of the advertising campaign and its message.

Strategic Creative Process

Students are introduced to the key fundamentals of the creative process, from developing the creative brief to creative advertising strategies and concepts in this module. They will be challenged to formulate innovative and effective campaigns using various media platforms such as print, broadcast, outdoor/transit, digital and social media, to communicate a relevant, unique and credible message.

Strategic Media Planning

This module is designed to expose students to the basic principles and concepts of strategic media planning within an advertising context. Though the focus is primarily on planning for traditional and digital media in Singapore, international media planning practices will be covered as well. Emphasis is also placed on using media planning tools for niche and interactive media to achieve a cohesive and integrated communication objective.

LEVEL 2.2

Corporate Reputation Management

Students learn how to manage an organisation's reputation through public relations strategies and tools, including corporate branding, employee relations, media relations, corporate social responsibility and corporate sustainability. The module examines the importance of communicating the brand values strategically and consistently, to ensure stakeholder engagement and effective reputation management, particularly in a social media setting.

Issues & Crisis Management

The module focuses on issues management, including identifying potential public relations crises and proactively developing a crisis communication plan. Students will also learn to solve corporate or brand communication problems using appropriate strategies and tactics.

Marketing Public Relations

The relationship between public relations and marketing is the object of study in this module. It focuses on the role of public relations strategies in developing and defending consumer brands. Students will also learn to apply communications strategies and tools in developing campaigns for the consumer market.

Public Relations & the Media

The module examines public relations' role in building and managing the interface between the organisation and its wider environment, using the media (in particular, social media) as an important channel of communication. Students will learn how to use appropriate tools and techniques to garner positive media publicity - both offline and online - for an organization

Public Relations in Integrated Marketing Communications

Students will be taught the appropriate Integrated Marketing Communications (IMC) tools and techniques to develop, execute and evaluate a public relations-led IMC campaign for either a simulated or an actual client. Students will be guided through established research methodologies in the design, application and evaluation of an applied IMC project that has a clear public relations focus. The module also provides a more in-depth understanding of integration management principles and strategies for students to apply to other IMC scenarios, be it an advertising- or social media-led integrated campaign.

COURSE CURRICULUM

Module Name	Credit Units
YEAR 2	
Level 2.1 (24 hours per week)	
Advertising & Brand Management	4
Agency Business Management	4
Career & Professional Preparation II	2
Marketing Research	4
Strategic Creative Process	4
Strategic Media Planning	4
Interdisciplinary Studies (IS) elective ^	2
Level 2.2 (22 hours per week)	
Corporate Reputation Management	4
Issues & Crisis Management	4
Marketing Public Relations	4
Public Relations & the Media	4
Public Relations in Integrated Marketing Communications	4
Interdisciplinary Studies (IS) elective ^	2

Notes:

^ For more details on Interdisciplinary Studies (IS) electives, please log on to 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.