

COURSE MODULES

LEVEL 3.1

Capstone Project

Building on the fundamentals of advertising and public relations, students will use their conceptual and applied knowledge to strategise and plan an integrated brand communications campaign for a selected client. This project will provide students with hands-on experience in incorporating various communication platforms and mechanisms to achieve the desired impact in the marketplace.

Mass Media in Singapore & Asia

Students will examine media cultures and practices in Singapore and Asia in relation to the media theories and concepts taught in the first and second years. Media systems and practices in East Asia (Hong Kong, China, Korea) as well as Southeast Asia (Malaysia and Thailand) will be examined for their commonalities with, and variations from, local media. Discussions based on the material covered in lectures intentionally encourage a critical analysis of the various Asian media in a dynamic environment.

Media Law

Students are introduced to media law to heighten their awareness of the basic legal issues and processes that they are likely to encounter in the media industry. The focus is on imparting some fundamental concepts in law, primarily in media-related areas such as defamation, contract, confidence and copyright. This module will equip students with sufficient knowledge to recognise the legal boundaries that apply to the media industry and situations that require legal advice.

World Issues: A Singapore Perspective ^

You've heard it. You've been told. The world is changing rapidly at a pace that dazzles the mind. Not merely a history lesson, WISP equips you with an understanding of current, major global issues. It looks at how city-state Singapore defied the odds and witnessed close to half a century of rapid economic growth, strong political ties and social harmony. WISP invites you to embark on a journey beyond knowledge, a journey that will change your life. Highlights of previous WISP activities include the 2013 Heroes Seminar, the 2012 Heroes Seminar, the SAF camp visits, a dialogue session with the Law Minister, and a discussion session with the Manpower Minister.

LEVEL 3.2

6-Month Internship

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. Several students have been offered permanent employment by these same companies.

6-Month Industry-Based Project (IBP)

Students are offered the opportunity to work for the school's media conglomerate, m:idea, for 22 weeks. Working in a team under the supervision of a lecturer, they will undertake brand management and communication projects for a variety of clients. These external projects allow the students to write their own paychecks as they showcase their abilities in advertising, public relations, marketing research, event management and media planning. Industry-standard work developed during IBP will add significantly to students' personal portfolios.

COURSE CURRICULUM

Module Name	Credit Units
YEAR 3	

Level 3.1 (22 hours per week)

Capstone Project	10
Mass Media in Singapore & Asia	4
Media Law	4
Interdisciplinary Studies (IS) elective ^	2
World Issues: A Singapore Perspective ^	2

Level 3.2

6-Month Industry-Based Project or Internship	22
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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.