

## **COURSE MODULES**

### **LEVEL 1.1**

#### **Broadcast Media Production**

Students will learn the fundamentals of producing television and radio commercials, covering formats, budgets and the production process. Students will acquire enough working knowledge to communicate effectively with clients, production houses, other partners and stakeholders.

#### **Media in Society**

Students are introduced to the history, processes, structures and technological development of broadcast and print media, the Internet, and the media-related industries of advertising and public relations. They will also better understand the local media industry, and the roles of relevant regulatory bodies in Singapore. Competing theoretical approaches are introduced to help students think critically about the place of the media in society.

#### **Principles of Marketing Communication**

The basic principles and practices of marketing are introduced here. Students will acquire the necessary conceptual foundation for future practical applications. Through projects and case studies, students are provided with the basic skills in marketing analysis and planning using the marketing mix of Product, Price, Place and Promotion.

#### **Rich Media Design**

This module introduces students to foundational rich media content development, so they can effectively communicate using digital media tools, including HTML, Cascading Style Sheets (CSS), Adobe Photoshop and Adobe Dreamweaver. Students will learn how to apply and integrate these tools and techniques to create interactive content to enhance websites and online campaigns.

#### **Visual Communication**

This module introduces essential design concepts, tools, and theories central to advertising and public relations, and their rationale. Students will learn how to use design principles, images and text creatively to achieve effective visual communication to intended audiences. They will also gain knowledge and skills in concept development, graphic design, typography, digital imaging, print media production and presentation techniques.

#### **Sports and Wellness ^**

This module helps you to learn a sport as a recreational activity to keep you fit and healthy. Team building and collaboration skills are developed as you network with other students. There are a total of 19 sports electives to choose from: Aerobics, Badminton, Basketball, Cheerleading, Dance Movement, Dancesport, Flag Football, Hip Hop, Life Saving / Swimming, Netball, Orienteering, Street Soccer, Soccer, Softball, Tennis, Touch Rugby, Volleyball, Wellness Programme and Yoga. Outstanding students are awarded a Pass with Merit.

### **LEVEL 1.2**

#### **Career & Professional Preparation 1**

Students are introduced to their diploma course and learn how it prepares them for work in the industry. As they are guided through reflections on their unique characteristics and strengths, they will produce a game plan for their career goals and future education. This will help them embark on their three-year course with the outcomes clearly in mind. This module is also intended to deepen students' commitment to the sector that the course prepares them for.

#### **Introduction to Advertising**

This module exposes students to the basic principles and practices of advertising. Students will understand the creative and media processes of the advertising industry. As part of learning, they will get to evaluate existing advertising campaigns, as well as create their own. Topics include an overview of an advertising agency structure and the application of advertising strategies using case studies.

### Introduction to Public Relations

The basic principles and practices of public relations are the focus in this module. Students will acquire fundamental knowledge in public relations functions and practice areas. Through the use of case studies, they will learn public relations planning skills and how to apply various tools and techniques to develop public relations programmes.

### Presentation Skills

Students will learn how to become composed, credible and articulate speakers in a variety of professional situations. Special attention is paid to identifying and developing verbal and non-verbal communication skills, as well as cultivating strong and expressive vocal characteristics. Students are also taught to organise their ideas logically and to use appropriate visuals to support vocal delivery.

### Social Psychology & Communication

This module introduces students to the processes of human communication and social influence occurring at the intrapersonal, interpersonal and small group levels. Students are encouraged to reflect upon and apply what they have learnt to their own lives. Through application, they will cultivate both higher-order and critical thinking skills.

### Writing for the Creative Industries

This module introduces the fundamentals of professional writing formats. Students will learn how to formulate and develop clear writing objectives and flesh these out into coherent and cohesive written pieces suited for academic work, advertising, corporate communications and the media. Areas covered include email/memos, proposals, concept and problem statements, copywriting, company profiles and various corporate literatures. Literature review and MLA (Modern Language Association) citation are also covered, in addition to fundamental grammar principles.

### Exploring Contemporary Issues ^

To be a media or psychology professional par excellence, you will need a good grasp of contemporary issues. Avoid the frog-in-the-well syndrome; free your mind as you hone your craft through critical and horizontal thinking in a media-rich environment of thought-provoking movies, documentaries and news.

## COURSE CURRICULUM

Module Name	Credit Units
<b>YEAR 1</b>	
<b>Level 1.1 (22 hours per week)</b>	
Broadcast Media Production	4
Media in Society	4
Principles of Marketing Communication	4
Rich Media Design	4
Visual Communication	4
Sports & Wellness ^	2
<b>Level 1.2 (27 hours per week)</b>	
Career & Professional Preparation I	2
Introduction to Advertising	4
Introduction to Public Relations	4
Presentation Skills	4
Social Psychology & Communication	4
Writing for the Creative Industries	5
Exploring Contemporary Issues ^	4

### 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.

## **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
<b>YEAR 2</b>	
<b>Level 2.1 (24 hours per week)</b>	
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
<b>Level 2.2 (22 hours per week)</b>	
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

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## **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
<b>YEAR 3</b>	
<b>Level 3.1 (22 hours per week)</b>	
Capstone Project	10
Mass Media in Singapore & Asia	4
Media Law	4
Interdisciplinary Studies (IS) elective ^	2
World Issues: A Singapore Perspective ^	2
<b>Level 3.2</b>	
6-Month Industry-Based Project or Internship	22

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