

COURSE MODULES

LEVEL 1.1

Advertising

This module introduces the principles and concepts of advertising. Topics such as agency models, consumer behaviour and insights, advertising strategy, brand communications, creative direction and digital marketing will be covered. Students will learn how brands and advertising are part of a new attention-economy, driven by consumer engagement and content creation. Students will be required to demonstrate their understanding by developing an integrated advertising campaign for a retail consumer product, with a special emphasis on digital platforms.

Contemporary Media Issues 1

This module engages students in examining media issues and practices in society, focusing on media literacy in contemporary issues and understanding the evolving media landscape and regulations.

Fundamentals of Media Writing

This module introduces basic professional writing formats. Students will learn research skills and how to develop clear writing objectives and flesh these out into coherent and cohesive written pieces suited for advertising, corporate communications and the media. Areas covered include email/memos, proposals, concept and problem statements, copywriting, company profiles and various corporate literatures. In addition, the module will focus and enhance fundamental grammar principles.

Public Relations

Students are introduced to the fundamental principles and practices of public relations. They are taught strategic planning skills to apply both traditional and online tools and techniques to develop and run PR campaigns in the various specialist areas of public relations. They are also introduced to different PR strategies for various types of media, including conducting market, social media, and consumer research, as well as managing and optimising relations with the mass media.

Visual Communication

This module aims to develop an awareness of design principles for the purpose of visual communication. Students will be introduced to graphic design concepts, colour theory, typography and layout techniques for print mediums such as pamphlets and posters. The skills and knowledge acquired provides the support and practical applications to subsequent modules in the course.

LEVEL 1.2

Digital Media Fundamentals

This module will introduce students to computer graphics and animation for the Internet. Topics will include basic photography techniques to produce images for computer graphics and animation for online content. Students will learn to produce digital material such as animated web banners and graphics for social networks or websites. This module serves as a foundation for User Experience Design.

Fundamentals of Reporting

This module is an introduction to journalistic writing. It will focus on key concepts such as generating story ideas, news angles and story structures. Students will learn interviewing techniques for various scenarios and the importance of research and fact-checking.

Persuasive Communication

This module introduces students to concepts and structures of persuasive communication for the media industry, such as analysis of target audience, pitching and presenting to audiences for broadcast. Students will apply these skills in various professional scenarios to build their confidence, with the aim of becoming composed, credible and articulate speakers in the media industry.

Radio Production 1

Students will develop fundamental listening, writing and audio production skills. They will gain hands-on experience in the audio production studio, and be introduced to the recording and editing process, and the use of portable digital recorders. Students will also learn up-to-date digital audio editing techniques in line with industry standards.

Video Production

The module covers the core practical and theoretical components of digital video production. It equips students with basic skills to explore the use of the video medium on various digital platforms. Students will form production teams to create content by writing, directing, filming and editing short videos.

COURSE CURRICULUM

Module Name	Credit Units
YEAR 1	
Level 1.1 (24 hours per week)	
Advertising	4
Career & Professional Preparation I	2
Contemporary Media Issues 1	4
Fundamentals of Media Writing	4
Public Relations	4
Visual Communication	4
Sports & Wellness ^	2
Level 1.2 (24 hours per week)	
Digital Media Fundamentals	4
Fundamentals of Reporting	4
Persuasive Communication	4
Radio Production 1	4
Video Production	4
Exploring Contemporary Issues ^	4

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.

COURSE MODULES

LEVEL 2.1

Content Marketing

This module familiarizes students on the different types of content and how these can be used to create compelling and immersive stories for brands. They will be taught to develop, organise and implement a content marketing strategy to fit the relevant consumer journey of their target. Students will also learn about the ideation process which leads to the creation of strategic and effective content for various platforms.

Digital Journalism

Going beyond the printed page, students learn to write concise, sharp and SEO-friendly copy and produce multimedia packages. They will also learn to debunk misinformation using digital tools and promote their content on social media.

Marketing & Media Research

This module focuses on the understanding of research methodology with an emphasis on various market and media research methods. Students are exposed to the basic principles of data analysis encompassing big data and data visualization. They also learn to appreciate and identify the values of research ethics.

Studio Production

This module is a continuation of Video Production that is designed to help students acquire skills and techniques in both multi-camera studio and single camera production to produce programmes in various genres. Students learn and explore different treatments for content to be re-purposed for TV and multiple media platforms to engage different audiences.

User Experience Design

This module builds upon Digital Media Fundamentals and aims to provide students with an array of skills to conceptualise and create successful digital user experiences. Students will be introduced to web design concepts, user interface considerations, and interactive media strategies. They will develop an appreciation of user-centric, iterative development processes – a lifelong skill valuable in any product or service project in their media careers.

LEVEL 2.2

Contemporary Media Issues 2

This module engages students in examining media issues and practices in society with references to media concepts that focus on analysis of media content production and distribution, the application of psychology and ethics to the media environment. It aims to sensitize and engage students to critically analyse and evaluate a range of media issues, and their implications at within and across countries.

Digital Marketing

The module aims to equip students with a strategic framework used by industry practitioners on social media campaigns of Fortune 500 companies. Students will learn strategies to sidestep potential crises and unlock the potential of social networking platforms and innovations such as Facebook, Twitter, data mining, location-based services and regional bar camps. These will enable them to read market sentiment for products, drive advertising and PR campaigns virally, build brand loyalty, and engage users to co-create and contribute content to media owners like press and broadcast companies.

News & Feature Writing

Students build on their skills from Fundamentals of Reporting and learn how to craft engaging and compelling narratives in styles acceptable for publication in both newspapers and magazines. They will also learn to appreciate the ethics and realities of working as journalists in Singapore, by applying skills of managing roles and editorial processes to produce a magazine.

Radio Production 2

Students will expand and refine their audio production skills as well as their radio DJ on-air presentation skills. They will explore digital production and editing, practise content research and interview techniques, and write for various types of radio programmes. Students are also taught how to manage panel discussions, talk shows, phone-in segments and "live" radio presentations.

COURSE CURRICULUM

Module Name	Credit Units
YEAR 2	
Level 2.1 (22 hours per week)	
Content Marketing	4
Digital Journalism	4

Marketing & Media Research	4
Studio Production	4
User Experience Design	4
Interdisciplinary Studies (IS) elective ^	2
Level 2.2 (20 hours per week)	
Career & Professional Preparation II	2
Contemporary Media Issues 2	4
Digital Marketing	4
News & Feature Writing	4
Radio Production 2	4
Interdisciplinary Studies (IS) elective ^	2

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COURSE MODULES

LEVEL 3.1

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.

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.

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
YEAR 2	
Level 3.1 (20 hours per week)	
Capstone Project	12
Media Entrepreneurship	4
World Issues : A Singapore Perspective ^	2
Interdisciplinary Studies (IS) elective ^	2
Level 3.2 (22 hours per week)	
Internship (Local/Overseas)	22

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