

Diploma in Mass Communication

A compelling narrative has the power to impact lives. Bring light to important topics, develop 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 and well-loved media course in Singapore – the Diploma in Mass Communication (MCM).

With a comprehensive curriculum that includes digital content creation, journalism, integrated communications, advertising, public relations, radio, TV and social media, you'll learn how to effectively use all media platforms and deepen your skills in a specific area at the same time.

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, content marketing, market 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

You will get many opportunities to gain real-world training in your final year. Besides building your portfolio, you will get to integrate your skills and knowledge through a capstone project where you will work with real clients. You may find yourself reviewing restaurants and plays, interviewing or taking photographs of celebrities, designing an experience for a mobile application, producing programmes for national TV or radio, or pitching advertising and public relations campaigns to multinational companies.

Thanks to our strong industry links, you may also get to go on a local or an overseas internship with industry leaders such as Captive Media (China), DDB Worldwide, Dentsu Aegis Network, Mediacorp, Quantum Endorphine Digital (Cambodia), Singapore Press Holdings, TBWA, TheSmartLocal, UltraSuperNew (Japan) and many others.

Want to have a taste of the gig economy? You can even train to be your own boss and learn how to run a media business, source for opportunities and use data analytics to drive business growth.

Join the League of our Illustrious Alumni

As the most established media school in Singapore, we have the biggest network of alumni, many of whom have become top honchos in media agencies, successful communication practitioners and well-known media personalities. Some of our illustrious alumni include:

- Phin Wong, Head of Content Marketing, SPH
- Dennis Chan, Night Editor, The Business Times
- Delicia Tan, Managing Director, Head of Reputation, Edelman
- Mary-Ann Russon, Freelance Broadcast Journalist, BBC News Online
- Hedirman Supian, Product Marketing Manager, Facebook
- Jean Danker, Radio DJ, Mediacorp
- Dawn Lee, Head of Partner Marketing, Netflix SEA

A number of our MCM graduates are also making their mark in the non-media sector, a great testament to the versatility of the course that has enabled them to pivot to other sectors. For example, Dr Samuel Wong founded and serves as Creative Director of The TENG Ensemble, which has popularised traditional Chinese music instruments for the millennial audience. Kenneth Chan practises law at Jones Day, while Dr Noel Hidalgo Tan has won international recognition for his discoveries as senior specialist in archaeology at the SEAMEO Regional Centre for Archaeology and Fine Arts based in Thailand.

Many MCM graduates have also won prestigious scholarships for further academic pursuits, including SPH scholar Aw Cheng Wei's Chevening Scholarship in 2016 to read a Master's degree at Oxford University and Jeremy Boo's Weiser Emerging Democracies Fellowship to pursue a PhD at the University of Michigan in 2018.

YEAR 1 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.

Career & Professional Preparation 1

This module gives students a foundational introduction to their three-year diploma course curriculum and how it prepares them for industry. It will help them to embark on their course with the end in mind, through guided reflection of their personal characteristics and producing an overall game plan for their future education and career goals. The module aims to deepen students' commitment to the sector that the course prepares them for.

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 literature. In addition, the module will enhance their understanding of fundamental grammar principles.

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 a composed, credible and articulate speaker in the media industry.

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 products such as pamphlets, packaging and posters. The skills and knowledge acquired provide support and practical applications to subsequent modules in the course.

LEVEL 1.2

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.

Digital Media Fundamentals

This module introduces students to the fundamentals of photography, digital imaging and web design to create compelling content. Topics include basic visual design principles, image composition and manipulation techniques for students to produce static digital visual content such as social media posts, online advertisements, digital signages, web-based graphics or for any other digital medium. Students will also learn information architecture, code web pages and utilise mixed media to build interactive experiences through a micro-site.

Fundamentals of Reporting

This module is an introduction to journalistic writing. It focuses 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.

Radio Production 1

Students will develop fundamental listening, writing and audio production skills. They will gain hands-on experience in the audio production studio, be introduced to the recording and editing processes, 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.

YEAR 1 COURSE CURRICULUM

Module Name	Credit Units
Level 1.1 (25 hours per week)	
Advertising	4
Career & Professional Preparation 1	1
English Language Express*	NA
Exploring Contemporary Issues^	3
Fundamentals of Media Writing	4
Health & Wellness^	1
Persuasive Communication	4
Public Relations	4
Visual Communication	4
Level 1.2 (20 hours per week)	
Contemporary Media Issues 1	4
Digital Media Fundamentals	4
Fundamentals of Reporting	4
Radio Production 1	4
Video Production	4

Notes:

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

* This module is only offered to students who are weaker in the English Language.

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.

LEVEL 2.1

Content Marketing

This module familiarises students with 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

This module introduces students to data storytelling and short-form video storytelling. Students will learn basic spreadsheet skills that allow them to analyse public data, uncover newsworthy ideas in numbers, and develop them into compelling narratives with interactive charts. Students will also work in teams to produce tightly edited video stories which appeal to their target audience. They will also learn to promote their story on social media, using a mix of captivating visuals and keywords-rich captions.

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 data interpretation and data visualisation. 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 mobile 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 career.

LEVEL 2.2

Career & Professional Preparation 2

This module is part of the Education and Career Guidance framework to provide students with the tools and resources necessary for their further career and/or education. In this module, students will explore basic job search strategies, practise writing effective resumes and cover letters, and learn interview skills. Students will also learn professional and intercultural communication skills to prepare them for a dynamic and diverse workplace.

Contemporary Media Issues 2

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

Building on what students have learnt from Fundamentals of Reporting, they will now be guided to add depth, colour and flair to their writing. They will cover how-to, issue, profile, review and trend stories for this module. Students will also develop professional journalistic attitudes, ethics and a collaborative spirit as they work in groups to produce an online news magazine.

Radio Production 2

Students will build on their Radio Production 1 foundation to expand and refine their audio writing and radio DJ on-air presentation skills. They will be required to expose to local radio content, analyse current media trends, practise in-depth research, apply audio interview techniques, and write for various types of radio programmes. In view of technological convergence, they'll also learn how radio is evolving in today's diverse media landscape.

YEAR 2 COURSE CURRICULUM

Module Name	Credit Units
Level 2.10 (20 hours per week)	
Content Marketing	4
Digital Journalism	4
Marketing & Media Research	4
Studio Production	4
User Experience Design	4
Level 2.2 (20 hours per week)	
Career & Professional Preparation 2	2
Contemporary Media Issues 2	4
Digital Marketing	4
News & Feature Writing	4
Radio Production 2	4
World Issues: A Singapore Perspective [^]	2

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YEAR 3 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 our flagship units such as HYPE, The UrbanWire, Radio Heatwave, CTV Productions, Inspire Design, and/or working with external clients on real-time projects. Opportunities include:

- strategising and planning an integrated brand communications campaign or a social media marketing campaign for a 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

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 visualisation.

LEVEL 3.2

6-Month 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.

YEAR 3 COURSE CURRICULUM

Module Name	Credit Units
Level 3.1 (18 hours per week)	
Capstone Project	10
Media Entrepreneurship	4
Project ID: Connecting the Dots [^]	4
Level 3.2	
16-Week Internship (Local/Overseas)	16

Notes:

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