

# Communications & Media Management

## OVERVIEW



If a dynamic career in the media and communications industry excites you, this course is for you. We focus on key skills demanded by the industry such as digital content creation and management, journalism and media production. Our uniqueness is incorporating business elements into our curriculum where you gain holistic insights on the media sector business and operations.

With our strong industry partnerships, you will have the opportunity to work on real projects from established clients. Such industry exposure extends beyond the classroom where you may participate in real media events in various capacities such as student journalists, social media ambassadors and Lead Marshalls. You'll get to hone your skills at our very own Mediabiz Studio which comes with fully equipped TV and radio facilities, including the campus radio station, RadioActive.

## Your Journey

### Year 1

You will learn basic concepts and skills in journalism, visual communications and marketing to help you build your foundation.

### Year 2

Expect more hands-on subjects where you are likely to spend most of your time in the studio or going outdoors working on your productions. This is where your Year 1 foundational skills come in handy.

# Year 3

Here is where you will fully integrate and apply your knowledge and skills by going on a 6-month internship. You will also embark on your Major Project where your work may eventually be adopted by your client!

## ENTRY REQUIREMENTS

To be eligible for consideration for admission, applicants must obtain 26 points or better for the net ELR2B2 aggregate score (i.e. English Language, 2 relevant subjects and best 2 other subjects, including CCA Bonus Points) and meet the minimum entry requirements of this course. CCA cannot be used to meet the minimum entry requirements.

### Minimum Entry Requirements

English Language (EL1)*	Grades 1-4
Mathematics (E or A)	Grades 1-7
Any three other subjects	Grades 1-6

Note:

To be eligible for selection, applicants must also have sat for one subject listed in this group: Art/Art & Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Geography, Higher Art, Higher Music, History, Introduction to Enterprise Development, Literature in English/Chinese/Malay/Tamil, Media Studies (EL), Media Studies (CL), Music.

And another different subject listed in this group: Additional Mathematics, Art/Art and Design, Business Studies, Chinese, Combined Humanities, Commerce, Commercial Studies, Creative 3D Animation, Design & Technology, Design Studies, Economics, Elementary Mathematics, Food & Nutrition, Geography, Higher Art, Higher Chinese/Malay/Music/Tamil, History, Introduction to Enterprise Development, Literature in English/Chinese/Malay/Tamil, Malay, Media Studies (EL), Media Studies (CL), Music, Principles of Accounts, Tamil.

\* Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 4 for the relevant English Language subject (e.g. Bahasa Inggeris).

# Communications & Media Management

## COURSE STRUCTURE

### TP Fundamentals (TPFun) Subjects

Subject code	Subject	Level	Credit Units
BCS1011	<p>Communication &amp; Information Literacy</p> <p>In this subject, you will learn how to conduct research for relevant information and validate information sources. You will also learn to recognise and avoid plagiarism, and follow standard citation and referencing guidelines when presenting information. In the course of learning, you will be required to plan, prepare and present information appropriately in written and oral form. You will also be taught to consider the <b>Message, Audience, Purpose and Strategy (MAPS)</b> when writing and delivering oral presentations.</p>	1	2
BCS1012	<p>Workplace Communication</p> <p>In this subject, you will be taught how to conduct effective meetings while applying team communication strategies and the skills for documenting meeting notes. You will be required to write clear emails, using the appropriate format, language, tone and style for an audience. You will also be taught to communicate appropriately in and for an organisation when using various platforms. In all aspects, the principles of applying <b>Message, Audience, Purpose and Strategy (MAPS)</b> will be covered.</p>	1	2
BCS1013	<p>Persuasive Communication</p> <p>In this subject, you will be taught how to use persuasive language in written documents. You will be required to use information to your advantage to verbally communicate and convince an audience about your idea, product or service. Skills such as persuasive vocabulary, language features, graphical illustrations, tone and style would also be covered. The <b>Message, Audience, Purpose and Strategy (MAPS)</b> will also be applied when engaging in verbal and written communication.</p>	1	2
GCC1001	<p>Current Issues &amp; Critical Thinking</p> <p>This subject presents you with a panoramic view of current local and global issues, which may have long term implications for Singapore. You will learn to apply critical thinking tools to examine current issues, support your views with relevant research and up-to-date data, articulate an informed opinion and mature as civic-minded individuals.</p>	1	2

BIN1001	<p>Innovation &amp; Entrepreneurship</p> <p>The Innovation &amp; Entrepreneurship subject is designed for learners from all disciplines to embrace innovation in either their specialised fields or beyond. You will first learn the Design Thinking framework, where you will develop problem statements and ideate solutions. Next, you will discover the tools for prototyping and innovation, such as 3D printing and laser cutting, at TP's Makerspace+ facility. Finally, you will acquire commercial awareness through the LEAN Startup framework of idea crystallisation, prototype building, customer testing and validation, refinement of business model canvas, and crowdfunding or crowdsourcing avenues.</p>	1	2
LEA1011	<p>Leadership: Essential Attributes &amp; Practice 1</p> <p>LEAP 1, 2 and 3 are three fundamental subjects that seek to cultivate in you, the attitude, skills and knowledge for the development of your leadership competencies. This character-based leadership programme enables you to develop your life-skills through establishing personal core values, which will become the foundation for your leadership credibility and influence.</p>	1	1
LEA1012	<p>Leadership: Essential Attributes &amp; Practice 2</p> <p>LEAP 1, 2 and 3 are three fundamental subjects that seek to cultivate in you, the attitude, skills and knowledge for the development of your leadership competencies. This character-based leadership programme enables you to develop your life-skills through establishing personal core values, which will become the foundation for your leadership credibility and influence.</p>	1	1
LEA1013	<p>Leadership: Essential Attributes &amp; Practice 3</p> <p>LEAP 1, 2 and 3 are three fundamental subjects that seek to cultivate in you, the attitude, skills and knowledge for the development of your leadership competencies. This character-based leadership programme enables you to develop your life-skills through establishing personal core values, which will become the foundation for your leadership credibility and influence.</p>	1	1
LSW1002	<p>Sports &amp; Wellness</p> <p>This subject will help you develop both the physical and technical skills in your chosen sports or fitness activities. Through a structured curriculum that facilitates group participation, practice sessions and mini competitions, you will learn to build lifelong skills such as resilience, leadership, communication and teamwork. Physical activity sessions will be supplemented by health-related topics to provide you with a holistic approach to healthy living.</p>	1	2
MCR1001	<p>Career Readiness 1</p> <p>This Career Readiness programme comprises three core subjects – Personal Management, Career Preparation and Career Management. It seeks to help you understand your career interests, values, personality and skills for career success. It also equips you with the necessary skills for seeking and securing jobs, and to develop professional work ethics.</p>	1	1

MCR1002	<p>Career Readiness 2</p> <p>This Career Readiness programme comprises three core subjects – Personal Management, Career Preparation and Career Management. It seeks to help you understand your career interests, values, personality and skills for career success. It also equips you with the necessary skills for seeking and securing jobs, and to develop professional work ethics.</p>	1	1
MCR1003	<p>Career Readiness 3</p> <p>This Career Readiness programme comprises three core subjects – Personal Management, Career Preparation and Career Management. It seeks to help you understand your career interests, values, personality and skills for career success. It also equips you with the necessary skills for seeking and securing jobs, and to develop professional work ethics.</p>	1	1
BGS1002	<p>Global Studies</p> <p>This subject provides essential skills and knowledge to prepare you for an overseas experience. You will examine the elements of culture and learn the key principles of cross-cultural communication. In addition, you will gain an appreciation and awareness of the political, economic, technological and social landscape to function effectively in a global environment.</p>	1	3
BGS1003	<p>Managing Diversity at Work*</p> <p>This subject explores the concepts of identity, diversity and inclusion at the workplace. It examines the relationship between identity and diversity, the benefits and challenges of diversity and the strategies that promote inclusion and inspire collaboration in a diverse workplace. Examples of the elements of diversity covered in this subject include nationality, generation, ethnicity and gender.</p>	1	3
BGS1004	<p>Global Citizenship &amp; Community Development*</p> <p>Students will examine the meaning and responsibilities of being a Global Citizen, in order to contribute towards a more equitable and sustainable world. In addition, students will learn how sustainable solutions can support community development, and, execute and critique a community action plan that addresses the needs of a specific community/cause.</p>	1	3
BGS1005	<p>Expressions of Culture*</p> <p>This subject provides a platform for an understanding of culture and heritage through modes of expression. Students will be introduced to global and local cultures via everyday objects, places and human behaviour seen through time and space. Students will explore issues and challenges in culture and heritage sustainability in community, national and global contexts.</p>	1	3
TGL1001	<p>Guided Learning</p> <p>The subject introduces students to the concepts and process of self-directed learning in a chosen area of inquiry. The process focusses on four stages: planning, performing, monitoring and reflecting. Students get to plan their individual learning project, refine and execute the learning plan, as well as monitor and reflect on their learning progress and project. The learning will be captured and showcased through a curated portfolio. The self-directed learning project will broaden and/or deepen a student's knowledge and skills.</p>	1	3

BSI3026	<p>Student Internship Programme (Communications &amp; Media Management)</p> <p>The 24-week internship programme is designed to expose you to the work environment where you will not only learn how organisations are run, but will also be given the chance to apply what you have learnt in the first two years of your course. You will be interning with media companies or performing in a communications and media role with companies in different industries.</p>	3	16
---------	---	---	----

\* Students must choose to take either one of these three subjects or TGL1001 Guided Learning.

## Core Subjects

Subject code	Subject	Level	Credit Units
BAF1010	<p>Business Accounting</p> <p>This subject provides you with an understanding of the core accounting principles underlying accounting practice; from the preparation of accounting entries to the financial statements of businesses. It also focuses on how various businesses report the results of their activities in the financial statements.</p>	1	4
BBS1001	<p>Principles of Management</p> <p>This subject covers the key management functions of planning, organising, leading and controlling. It addresses the impact of environmental factors that affect business and the relevance of corporate social responsibility in an organisation. It emphasises the roles, responsibilities and challenges faced by supervisors/managers in an organisation.</p>	1	4
BBT1010	<p>Business Technology &amp; Analytics</p> <p>This subject covers fundamental computing and data analytics skills for businesses. A strong emphasis is placed in exposing students to office productivity tools which can aid in decision making as well as solving business problems through data manipulation, modelling and visualisation.</p>	1	4
BCM1014	<p>Media Writing</p> <p>This subject provides a foundation in the principles and concepts involved in writing script for the media. It explores the various stages of script writing which includes conducting research, conceptualising of ideas or stories and producing treatments which lend themselves for commercialisation. Key aspects on writing effective scripts include the various script styles and format will also be covered.</p>	1	4
BCM1015	<p>Journalism Fundamentals</p> <p>The subject is an introduction to the fundamentals of covering and writing news. It will encompass media literacy skills, quick identification of news events, efficient gathering of information and fast reporting on the various mass media platforms available.</p>	1	4

BCM1017	<p>Visual Communication</p> <p>This subject provides you with an introduction to the ideation, theories and practices of graphics design. It focuses on the fundamentals of design and process from the conceptualisation, production to post-production. Other areas covered in the subject include basic photography and optimisation of graphics for traditional and digital platforms.</p>	1	4
BCM1018	<p>Digital Media Fundamentals</p> <p>This subject introduces students to the fundamentals of User Experience Design (UXD) methods and tools where students will learn to produce user-centric digital deliverables.</p>	1	4
BEC1007	<p>Business Economics</p> <p>The subject covers the fundamental principles of economics for understanding how individuals and firms make decisions. It will focus on the various aspects of the product market: demand and supply, elasticity, market competition, product differentiation. The subject includes an overview of macroeconomic indicators, the government's macroeconomic objectives and policy tools.</p>	1	4
BRM1005	<p>Marketing Fundamentals</p> <p>This subject provides an understanding of the basic concepts and practices of modern marketing. It focuses on the marketing role and the tools utilised by marketers in developing the appropriate marketing mix for target market segments.</p>	1	4
BCM2020	<p>Video Production</p> <p>This subject focuses on production techniques and technology appropriate to video production. Key aspects of producing a video include infusing of content, technical and aesthetics concerns, production processes as well as strategic business related framework. In a team, the process of transforming story ideas into effective or aesthetic video format will be achieved.</p>	2	4
BCM2021	<p>Audio Production</p> <p>This subject covers concepts, tools and techniques needed to carry out essential audio operations. This includes the use of field and studio equipment as well as editing software for the production of audio clips. The use of audio for video will also be taught in addition to the commercialisation of audio materials.</p>	2	4
BCM2024	<p>Media Research &amp; Analysis</p> <p>The subject provides you with an overview of research in the media industry, and its purposes and uses. You will explore a wide range of media research methods and their usefulness in helping businesses in decisionmaking. This includes the appreciation of appropriate tools that will help formulate sound recommendations that meet the organisation's objectives.</p>	2	4
BCM2026	<p>Mobile Journalism</p> <p>This subject will train students to conceptualise and produce journalistic stories that make use of social media tools and mobile devices.</p>	2	3

BCM3011	<p>Major Project (Communications &amp; Media Management)</p> <p>This subject takes the form of a final project. It allows you to propose and develop one that showcases the knowledge, skills and abilities that you have gained through the CMM course. Working in a team, you will be given the freedom to develop your project within a supervisory relationship with you lecturers. In addition, you will also document and reflect on your project outcomes. You will also be taught basic project management skills such as proposal planning and crafting, budget planning and management, and drawing up timelines.</p>	3	8
BCM3012	<p>Digital Content Management</p> <p>The subject will cover the management of digital content, which involves planning, production and delivery. It will also cover appropriate digital tools for different media channels and propose effective digital communication strategies for a business environment.</p>	3	4
BCM3014	<p>Media Business &amp; Management</p> <p>This subject covers key concepts in media business and management. Students will gain an understanding of the considerations behind business decisions and the impact these decisions have on media business operations.</p>	3	3
BLM3016	<p>Media Law</p> <p>The subject looks at the laws, rules and regulations governing the media in Singapore. It focuses on intellectual property, slander and libel laws in relation to the broadcast, print and Internet media. The subject also addresses ethical issues and considerations in news reporting and gathering.</p>	3	4

## Elective Cluster: Journalism

Subject code	Subject	Level	Credit Units
BCM2019	<p>Digital Journalism</p> <p>The subject is an introduction to the basics of digital news production. Through a multimedia approach, you will learn how to create quality journalistic content specifically for the digital platform, from planning, reporting, editing to determine the best use of digital and mobile technologies and tools.</p>	2	4
BCM2023	<p>News Centre Management</p> <p>This subject introduces students to the management of the News Centre. Students will be exposed to the fundamentals of the business of the News Centre, including budgeting, resource planning and the commercialisation of the deliverables.</p>	2	4

## Elective Cluster: Integrated Media

Subject code	Subject	Level	Credit Units
--------------	---------	-------	--------------



BCM2028	<p>Integrated Media Management</p> <p>This subject introduces students to the management behind the integrated media productions. Students will be exposed to the fundamentals of the business of integrated media productions, including budgeting, resource planning and the commercialisation of the deliverables.</p>	2	4
BCM2029	<p>Integrated Media Production</p> <p>This subject aims to equip students with the knowledge to create content using integrated resources to produce deliverables for different media platforms.</p>	2	4

## Graduation Requirements

Cumulative Grade Point Average	min 1.0
TP Fundamentals Subjects	40 credit units
Diploma Subjects - Core Subjects	84 credit units
<b>Total Credit Units Completed</b>	<b>min 124 credit units</b>