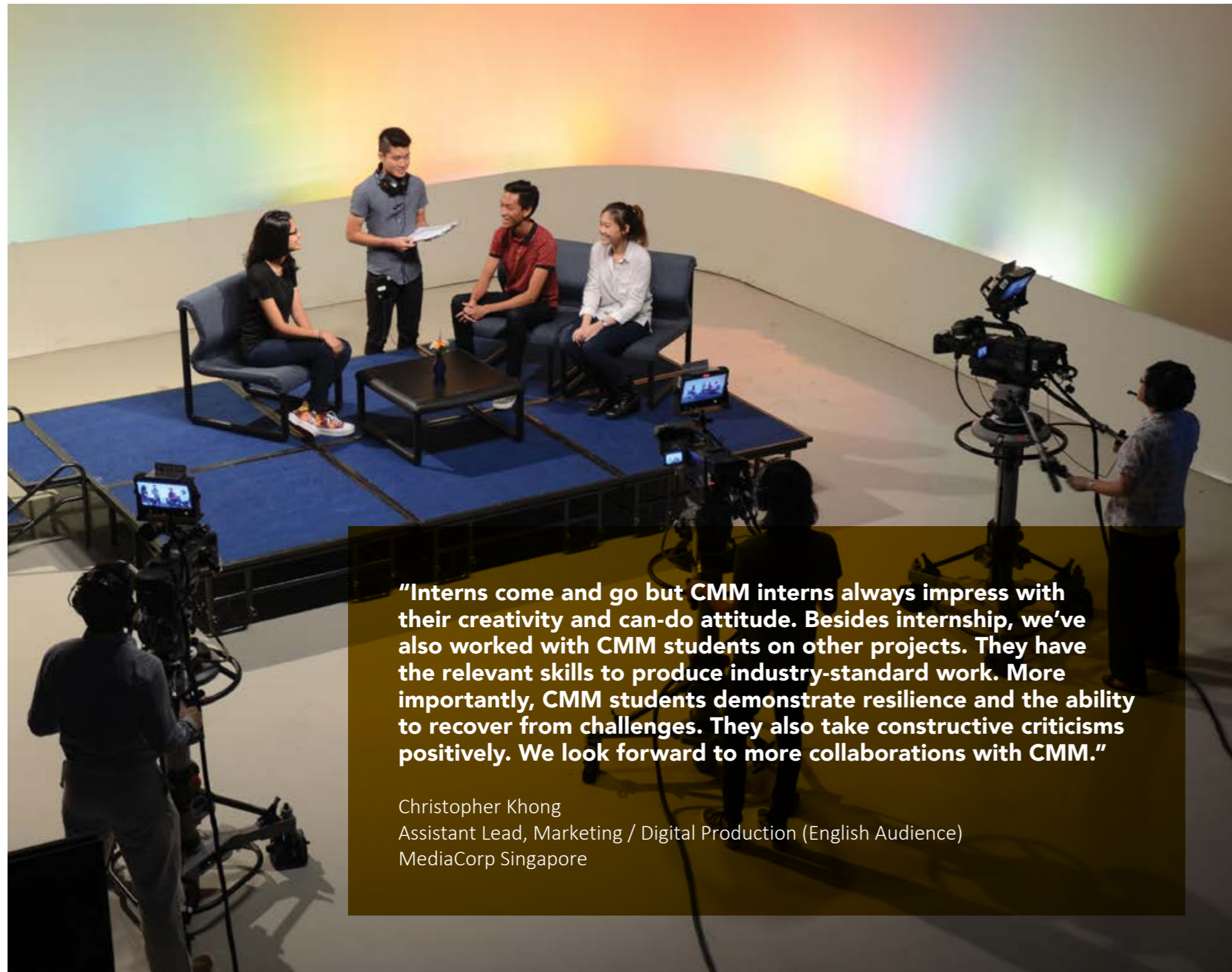


Communications & Media Management



“Interns come and go but CMM interns always impress with their creativity and can-do attitude. Besides internship, we’ve also worked with CMM students on other projects. They have the relevant skills to produce industry-standard work. More importantly, CMM students demonstrate resilience and the ability to recover from challenges. They also take constructive criticisms positively. We look forward to more collaborations with CMM.”

Christopher Khong
Assistant Lead, Marketing / Digital Production (English Audience)
MediaCorp Singapore

This course prepares you for careers in the dynamic media and communication industry. Besides hands-on training, you will acquire conceptual and strategic knowledge which combines the practical skills and business considerations that are applicable to the media industry. This is highly relevant as it offers a holistic and multi-dimensional understanding of how the media sector operates and functions.

Our uniqueness is in incorporating business content into the curriculum where you can integrate the technical skills with business knowledge for a holistic understanding of media operations and considerations, which are qualities that are highly sought after by the industry.

One of our key strengths is our good network with the industry. Through our strong industry partnerships, you will have opportunities to work on real clients projects. Our facilities are compatible to the industry to ensure your relevance to industry needs.

The curriculum is well-paced, starting with the learning of basic concepts to build your foundation. This is followed by more hands-on skills that includes cross-platform integration. In your final year, you will learn to better integrate the concepts and technical skills through Major Project and

a six-month internship in a broad range of organisations including international media & PR companies, listed corporations, reputable private firms and the public sector.

Your learning is enriched with out-of-classroom activities where you will visit media companies and obtain insights from the industry experts. Some of the media events that our student journalists had attended include the F1 race, movie galas, red-carpet events, 987FM parties, concert backstage previews and media conferences. During these events, our students got to interview VIPs such as ministers and celebrities.

The comprehensive learning experience you get will develop you into a well-rounded student so that when you graduate, you will be able to function effectively as a media and communication specialist in any media-related field including print, broadcast and digital media.

Career Opportunities

Besides the mass media, graduates are likely to find employment in areas such as broadcast and digital production, new media production, public relations, advertising and promotions, corporate communications, as well as, marketing communications.

Graduation Requirements

Cumulative Grade Point Average : min 1.0

TP Fundamentals Subjects : 40 credit units

Diploma Core Subjects : 84 credit units

Total Credit Units Completed : 124 credit units

Application

Apply during the Joint Admissions Exercise following the release of the GCE O Level results. For other categories of local applicants, please refer to the section on “Admission and Requirements”. For international students, please refer to the section on “Information for International Students”.

Entry Requirements for Singapore-Cambridge GCE O Level Qualification Holders

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.

For details on GCE O Level Minimum Entry Requirements, refer to page 41.

Course Structure

TP FUNDAMENTALS (TPFun) SUBJECTS				
SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS	
BCS1011	Communication & Information Literacy	1	2	
BCS1012	Workplace Communication	1	2	
BCS1013	Persuasive Communication	1	2	
BGS1002	Global Studies	1	3	
BGS1003	Managing Diversity at Work*	1	3	
BGS1004	Global Citizenship & Community Development*	1	3	
BGS1005	Expressions of Culture*	1	3	
BIN1001	Innovation & Entrepreneurship	1	2	
GCC1001	Current Issues & Critical Thinking	1	2	
LEA1011	Leadership: Essential Attributes & Practice 1	1	1	
LEA1012	Leadership: Essential Attributes & Practice 2	1	1	
LEA1013	Leadership: Essential Attributes & Practice 3	1	1	
LSW1002	Sports & Wellness	1	2	
MCR1001	Career Readiness 1	1	1	
MCR1002	Career Readiness 2	1	1	
MCR1003	Career Readiness 3	1	1	
TGL1001	Guided Learning	1	3	
BSI3026	Student Internship Programme	3	16	

** Students must choose one of these three subjects or TGL1001 Guided Learning.*

DIPLOMA SUBJECTS – CORE SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BAF1010	Business Accounting	1	4
BBS1001	Principles of Management	1	4
BBT1010	Business Technology & Analytics	1	4
BCM1006	Media & Society	1	4
BCM1014	Media Scriptwriting	1	4
BCM1015	Fundamentals of Journalism	1	4
BCM1016	Essentials of Graphic Design	1	4
BEC1007	Business Economics	1	4
BLM1007	Business Law	1	4
BRM1005	Marketing Fundamentals	1	4
BCM2019	Digital Journalism	2	4
BCM2020	Video Production	2	4
BCM2021	Introduction to Audio Production	2	4
BCM2022	Multi-Camera Production	2	4
BCM2023	Radio Studio Production	2	4
BCM2024	Media Research & Analysis	2	4
BCM2025	Photojournalism	2	4
BCM3011	Major Project	3	8
BCM3012	Digital Content Management	3	4
BCM3013	Digital Media Production	3	4