



SCHOOL OF MANAGEMENT AND COMMUNICATION

FULL-TIME PROGRAMMES

DIPLOMA IN

Business & Social Enterprise
Consumer Behaviour & Research
Human Resource Management
with Psychology
Mass Communication
Common Business Programme

MAKE YOUR MARK AT REPUBLIC POLYTECHNIC



Enter a world of learning and discovery with us as we help you to think deeper, dream bigger and guide you to accomplish more than you could have ever imagined. You will acquire skills that will stay with you for life. You will be nurtured to be a **professional**, a **problem-solver** and a **passionate citizen** ready to take on any career you choose. By the time you graduate, you will be ready to make your mark.

At RP, you can look forward to world-class learning opportunities, robust curriculum and top-notch facilities. And no matter where this experience takes you, we are here to guide you to success.

Unique Learning Experiences

RP's world-class curriculum is enhanced by our Problem-based Learning pedagogy, which means your lessons will always be fun, active and engaging. During lessons, you will be tackling the same challenges you would face in the working world, developing your critical thinking skills and using problem-solving techniques to address real-life problems.

Abundant Learning Opportunities

Put your learning into practice by participating in industry internship programmes, overseas study trips, Co-curricular Activities (CCAs), and community-based projects. And while you are at it, grab hold of readily-available opportunities to hone your skills and expertise at state-of-the-art facilities that simulate real-world environments.

Focus on Lifelong Learning

Whether you are a new student, returning graduate or working professional, we hope your time at RP is exciting, enriching and empowering, and that you leave us ready to embark on your chosen career path. If you are looking to acquire new skills or considering to deepen your knowledge, RP's comprehensive range of lifelong learning courses will put you on track to stay relevant for the evolving workforce.

Are you ready to **discover** your potential,
transform your skillset and **achieve** your dreams?
Let's get started!

My learning journey at RP has been amazing! I had many opportunities to develop myself in RP. During my internship at a global multinational corporation, I was exposed to HR processes which are useful knowledge to me. Through the internship experience, I learnt more about my strengths and weaknesses and what I need to improve to be a better HR practitioner.

KRISTINA LYDIA ROMAULI MANIK

Diploma in Human Resource
Management with Psychology
2017 Graduate
Currently pursuing a Bachelor of
Business Management
at Singapore Management
University



Also, check out all these exciting programmes offered by our seven Schools:

- School of Applied Science
- School of Engineering
- School of Hospitality
- School of Infocomm
- School of Management and Communication
- School of Sports, Health and Leisure
- School of Technology for the Arts

For more details on course information and entry requirements, please contact:

School of Management and Communication **Republic Polytechnic**

 www.rp.edu.sg/smc

 6510 3000

 www.rp.edu.sg

 9 Woodlands Avenue 9,
Singapore 738964

 [republicpolytechnic](https://www.facebook.com/republicpolytechnic)

ABOUT

SCHOOL OF MANAGEMENT AND COMMUNICATION

With a creative mind and business-savvy spirit, you can take the world by storm. Whether you are a social media strategist, aspiring writer, marketer or entrepreneur in the making, the world of business and communications is waiting for you.



The RP School of Management and Communication (SMC) embraces creative talents, savvy entrepreneurs, talent managers, marketers and social souls. It is the ideal place for you to hone your creative skills to prepare for a successful career in media, human resource, marketing, consumer research, or develop your passion in entrepreneurship to flourish in an increasingly complex and dynamic business arena.

Dream of launching an award-winning media campaign? Hope to better track and understand consumer trends to meet their purchasing needs? Want to build a successful social enterprise to help communities? Aspire to develop effective strategies to attract and retain talents? These possibilities are not out of your reach because SMC can help make your dreams come true.

We offer a Common Business Programme and a broad range of business diplomas. These business diplomas include:

- **Consumer Behaviour & Research**
- **Human Resource Management with Psychology**
- **Mass Communication**
- **Business & Social Enterprise (Formerly known as Social Enterprise Management)**

OUR FACILITIES

At SMC, you can look forward to learning in a conducive environment, with facilities and software of industry standard, to support your developmental needs.

For instance, our Media Lab offers you the opportunity to work with industry partners in a newsroom and communications agency environment. Want to be part of the RP campus newspaper? The Media Lab is also our central hub for print, online and broadcast disciplines. You will have ample opportunities to explore and develop your own content, videos and public relations (PR) plans as an individual or in a group using these state-of-the-art facilities.

Keen to explore how technology revolutionises consumer insights and learn how focus groups impact your understanding of business and consumer buying behaviour? The Consumer Insights Lab provides you the platform to conduct consumer psychology and human behaviour studies. It is also a first-in-class laboratory set up to support research and development (R&D) and extracurricular activities in RP. This lab houses two fully-equipped focus group rooms, two observation rooms, and a state-of-the-art interactive projection system that creates a virtual retail environment for enhanced shopper insights.



WHY CHOOSE SMC?

We develop you into a passionate and savvy business and communications professional – one who can integrate quickly into the working world to deliver effective campaigns and sustainable strategies that will impact lives and businesses. You will have the support of our dedicated lecturers who will mentor and guide you throughout the course. As industry experts themselves, these experienced lecturers are pivotal in imparting valuable expertise that is relevant to the working world today.

Our strong industry partnerships give you the unique opportunity to experience the real world of business and communication. You will enjoy industry internships and projects with leading players in your chosen field, network with potential employers and stay updated with the latest trends and technologies to give you a head start when you graduate from RP.

SMC will grow and nurture you to be a professional, preparing you for a successful career in your chosen field. Be it a career in advertising, marketing, consumer research, social entrepreneurship or human resource, or exploring the media and creative industries through social enterprises in commercial, non-profit or public sectors, you will graduate from RP with the knowledge and skills to do so.





Diploma in **BUSINESS & SOCIAL ENTERPRISE***



Do you believe in the power of business to promote change? Jump-start your career in business and entrepreneurship and make a difference in communities worldwide.

Acquire a strong foundation in business and social innovation to manage a company or a social enterprise.

Drive social change through international service-learning trips and projects with international organisations.

Embark on overseas or local Industry Immersion Programme at leading global companies, social enterprises, government agencies, or not-for-profit organisations, such as:

- GIC Private Limited
- National Council of Social Services
- People's Association
- SGInnovate
- Singapore Centre for Social Enterprise (raiSE)
- Singapore International Foundation

*Formerly known as Diploma in Social Enterprise Management

ABOUT THE DIPLOMA

Join our business and social entrepreneurship programme to help businesses transform their ideas into reality.

Creating a business that thinks and acts ethically gives you an edge over your competitors. The Diploma in Business & Social Enterprise (DBSE) empowers you to be at the forefront of social innovation and helps you to create sustainable businesses that will positively impact the environment, society and the economy.

Through our cross-disciplinary programme, you will be equipped with essential skills in business management that will help you manage and lead a socially-responsible enterprise. Learn about value creation, product conceptualisation, financial management, branding, and distribution. Deepen your expertise in sustainable business practices and develop a forward-looking mindset that thinks globally and acts socially.

Social change is happening all over the world. Our exciting overseas service learning and study trips will let you experience the power of social change and social enterprise for yourself. You will gain valuable industry knowledge through projects and internships with organisations such as GIC Private Limited, People's Association, SGInnovate, Singapore Centre for Social Enterprise (raiSE), and Singapore International Foundation.

CAREER OPPORTUNITIES

As a DBSE graduate, you can pursue an exciting career in roles such as:

CORPORATE / SOCIAL ENTERPRISE SECTOR

- Business Development Executive
- Corporate Social Responsibility Executive
- Finance and Administration Executive
- Marketing Executive
- Social Entrepreneur

SOCIAL SERVICE SECTOR

- Community Engagement Executive
- Fundraising Executive
- Programme Executive
- Social Services Executive
- Volunteer Management Executive

PUBLIC SECTOR

- Administration Executive
- Assistant Community Manager
- Public Education Executive
- Social Policy Executive
- Social Research Executive

COURSE STRUCTURE

The course structure consists of general, discipline, specialisation, elective and freely chosen modules. There is also an industry orientation component.



GENERAL MODULES

- G101** Critical Thinking and Problem Solving
- G107** Communication in the Global Workplace
- G121** Innovation and Practice
- G951** Life Skills I
- G952** Life Skills II
- G953** Life Skills III
- G961** ECG I: Exploring the Future of Work
- G962** ECG II: Becoming Future-Ready



DISCIPLINE MODULES

- B102** Organisational Behaviour
- B103** Understanding the Society
- B104** Contemporary Social Issues
- B106** Understanding Social Enterprises
- B205** Business Law
- B209** Management Accounting
- B215** Financial Accounting
- B216** Marketing
- B220** Microeconomics
- B228** Fundamentals of Social Research Methods
- B229** Volunteer Management
- B321** Macroeconomics
- M101** Digital Media Communication



SPECIALISATION MODULES

- B329** Brand Management for Social Enterprises
- B330** Corporate Governance and Ethics
- B331** Social Innovation and Creativity
- B332** Financing the Social Enterprise
- B333** Social Enterprise Creation



INDUSTRY ORIENTATION PROGRAMME

- B334** Social Entrepreneurship Practicum

Select one module from the list below:

- B931** Industry Immersion Programme
- B932** Entrepreneurial Immersion Programme



ELECTIVE MODULES

Select two modules from the list below:

- B217** Sales Management
- B227** Consumer Behaviour
- B310** Public Relations and Media
- H207** Project Management and Scheduling
- S201** Health and Wellness



FREELY CHOSEN MODULES

Select either one of the following:

- B200** Special Project
- Two modules** to be selected from a list of Freely Chosen Modules

We need passionate people who want to make a difference in the society. This diploma will prepare you for a career that transforms lives.

Mr Benny Se Teo
Director
Eighteen Chefs

MINIMUM ENTRY REQUIREMENTS

GCE O-LEVEL HOLDERS

GRADE

ENGLISH LANGUAGE

1 - 6

MATHEMATICS (ELEMENTARY / ADDITIONAL)

1 - 6

ANY THREE OTHER SUBJECTS

1 - 6

In addition, you must have sat for one of the following subjects:

Art / Art & Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Geography, Higher Art, Higher Music, History, Humanities (Social Studies, Literature in English), Humanities (Social Studies, Literature in Chinese), Humanities (Social Studies, Literature in Malay), Humanities (Social Studies, Literature in Tamil), Humanities (Social Studies, History), Humanities (Social Studies, Geography), Intro to Enterprise Development, Literature in English, Literature in Chinese, Literature in Malay, Literature in Tamil, Media Studies (English), Media Studies (Chinese), Music, Principles of Accounts

For the full listing of entry requirements, visit www.rp.edu.sg/full-time-courses/dbse

FURTHER STUDIES

Discover exciting opportunities for further studies!

Upon completion of your DBSE studies, you can pursue business and social sciences degree programmes at local or overseas universities.

BUSINESS

- Bachelor of Business Administration
- Bachelor of Business Economics
- Bachelor of Business and Management
- Bachelor of Commerce
- Bachelor of Innovation and Entrepreneurship
- Business-related degrees

SOCIAL SCIENCES

- Bachelor of Arts and Social Sciences
- Bachelor of Social Science in Social Work
- Bachelor of Social Science in Sociology

ARTS

- Bachelor of Arts
- Bachelor of Arts in Community Development
- Bachelor of Arts in Social and Public Policy



This diploma gives you a good head start in the social enterprise industry. Through this course, you will learn about the tools and knowledge that will help you make better career and life decisions.



Mr Richardo Chua
Group Managing Director
Adrenaline Group of Social
Enterprises

**HAVE A
QUESTION?**

Find out more about this diploma at
www.rp.edu.sg/full-time-courses/dbse



Diploma in **CONSUMER BEHAVIOUR & RESEARCH**



Learn consumer psychology to gain valuable insights of your consumers and help businesses grow through data analytics, innovation and digital marketing. Join us and be a business professional.

Get to learn in our state-of-the-art Consumer Insights Lab where you will study consumer psychology to understand and influence buying decisions.

Join our overseas learning trips to explore cross-cultural consumer behaviours and learn how successful brands win their consumers.

Experience exciting overseas or local internship with some of our renowned industry partners such as CapitaLand Retail Management, Changi Airport Group, Kantar TNS, Nielsen, Walt Disney, and many more!

ABOUT THE DIPLOMA

Aspire to be a business change-maker? Through the Diploma in Consumer Behaviour & Research (DCBR), you will learn how to turn valuable consumer insights, innovative digital marketing ideas, powerful data analytics, and visualisation techniques into actionable business strategies.

The DCBR is one of the first programmes in Singapore to combine business and psychology. Built on a foundation of business and research strategies, the programme is designed to help you understand the psychology behind consumer purchases and the various catalysts that drive individuals to buy.

Once you understand consumer's psychology through the application of data analytics and valuable consumer insights, you can develop smart omni-channel marketing strategies to influence your consumers and build stronger brandings.

Boost your knowledge of real-world working examples through our local and overseas industry internships with renowned companies. To enhance your learning further, you will have access to advanced facilities in our unique Consumer Insights Lab.

Once you graduate, you will be well-prepared to chart a career as a consumer expert, translating your knowledge of consumer behaviour into innovative business strategies in local, regional or international markets.

CAREER OPPORTUNITIES

As a DCBR graduate, you can enter the exciting fields of marketing, advertising, branding, and other consumer-related functions and take on roles such as:

- Advertising and Promotions Executive
- Assistant Brand Executive
- Assistant Marketing Executive
- Business Intelligence Executive
- Consumer Insights Researcher
- Market Research Executive
- Marketing Executive
- Social Research Executive

Understanding what the consumer needs is the key to the adidas business now and in the future. The curriculum will cultivate strong skills in understanding buyer behaviour and prepare future talents to support good business decisions.

Ms Lee Phui Fong
Country Manager
adidas Singapore

COURSE STRUCTURE

The course structure consists of general, discipline, specialisation, elective and freely chosen modules. There is also an industry orientation component.



GENERAL MODULES

- G101** Critical Thinking and Problem Solving
- G107** Communication in the Global Workplace
- G121** Innovation and Practice
- G951** Life Skills I
- G952** Life Skills II
- G953** Life Skills III
- G961** ECG I: Exploring the Future of Work
- G962** ECG II: Becoming Future-Ready



SPECIALISATION MODULES

- B205** Business Law
- B239** Digital Marketing and eCommerce
- B240** Data Analytics and Visualisation
- B327** Branding, Advertising and Promotion
- B328** Cognition and Applied Psychology
- B340** International and Cross-Cultural Marketing



DISCIPLINE MODULES

- A113** Mathematics
- B103** Understanding the Society
- B105** Introduction to Psychology
- B109** Design Thinking for Business Innovation
- B216** Marketing
- B218** Business Statistics
- B220** Microeconomics
- B223** Social Psychology
- B224** Quantitative Research Methods
- B225** Qualitative Research Methods
- B227** Consumer Behaviour
- B241** Positive Psychology in Marketing
- B321** Macroeconomics



ELECTIVE MODULE

Select one module from the list below:

- B102** Organisational Behaviour
- B209** Management Accounting
- B221** Human Resource Management
- H306** Retail Management



FREELY CHOSEN MODULES

Select either one of the following:

- B200** Special Project
- Two modules** to be selected from a list of Freely Chosen Modules



INDUSTRY ORIENTATION PROGRAMME

- B300** Project

Select one module from the list below:

- B931** Industry Immersion Programme
- B932** Entrepreneurial Immersion Programme

EDB has set up a 'Consumer Insights' special division to develop the Singapore market research industry as the leading centre of regional consumer insights excellence in Asia.
Asia Research Online, 2010

MINIMUM ENTRY REQUIREMENTS

GCE O-LEVEL HOLDERS

GRADE

ENGLISH LANGUAGE

1 - 6

MATHEMATICS (ELEMENTARY / ADDITIONAL)

1 - 6

ANY THREE OTHER SUBJECTS

1 - 6

In addition, you must have sat for one of the following subjects:

Art / Art & Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Geography, Higher Art, Higher Music, History, Humanities (Social Studies, Literature in English), Humanities (Social Studies, Literature in Chinese), Humanities (Social Studies, Literature in Malay), Humanities (Social Studies, Literature in Tamil), Humanities (Social Studies, History), Humanities (Social Studies, Geography), Intro to Enterprise Development, Literature in English, Literature in Chinese, Literature in Malay, Literature in Tamil, Media Studies (English), Media Studies (Chinese), Music, Principles of Accounts

For the full listing of entry requirements, visit www.rp.edu.sg/full-time-courses/dcbr

FURTHER STUDIES

Discover exciting opportunities for further studies!

DCBR graduates can choose to pursue business and social sciences programmes at local or overseas universities and may be eligible for exemptions at a number of institutions.

BUSINESS

- Bachelor of Business Management /Administration
- Bachelor of Commerce / Business (International Business)
- Bachelor of Commerce / Business (Management)
- Bachelor of Commerce / Business (Marketing)
- Bachelor of Economics
- Bachelor of Innovation and Entrepreneurship

SOCIAL SCIENCES

- Bachelor of Arts

Nichelle has gained a strong foundation of practical skills and knowledge through this course. She also had the opportunity to work in established organisations via the Marketing Experience Programme and the Industry Immersion Programme. I am really happy that Nichelle has chosen the DCBR.

Mr Joel Sampang

Father of Nichelle Sampang
2017 Graduate
Diploma in Consumer Behaviour and Research with Merit

HAVE A QUESTION?

Find out more about this diploma at www.rp.edu.sg/full-time-courses/dcbr



Diploma in **HUMAN RESOURCE MANAGEMENT WITH PSYCHOLOGY**



**Are you a people person?
Develop your people
management skills and
empower yourself with the
knowledge to manage
a happy and productive
workforce.**

Learn about the science behind human motivations and behaviours, and develop specialised skills in human resource management.

Participate in advanced industry-relevant research projects and take part in international assignments.

ABOUT THE DIPLOMA

If you are interested in and have an aptitude for business, being in Human Resource (HR) can be a rewarding and fulfilling career. The Diploma in Human Resource Management with Psychology (DHRMP) provides you with the foundation to build sustainable workplace practices that support the growth of international businesses.

Develop your understanding of anthropology, cross-cultural communication, economics, employment laws, Asian industrial relations, talent development, compensation and performance management, organisational behaviour, and industrial-organisational psychology within the international business landscape. Through the DHRMP, our comprehensive curriculum will prepare you for a meaningful career in any industry.

You will gain insights on how to build sustainable workplace practices that enable people and businesses to thrive as this course also delves into the psychology of human behaviours and motivations. Coupled with hands-on training in specialised HR management functions and industry internships, you can apply what you learn into real-life contexts to enhance your professional practice.

The DHRMP will transform your passion for people and your aptitude for business into a meaningful future-ready career, equipping you with the skills and knowledge to handle the challenges of a contemporary workforce. Whether you wish to work for a local or international organisation, the highly sought-after skills you acquire from your education here will gear you for the real working world.

CAREER OPPORTUNITIES

As a DHRMP graduate, you are well equipped to support the HR function in any organisation. Get ready to launch your career in roles such as:

HR MANAGEMENT

- Employee Relations Specialist
- Recruiter
- Remuneration and Benefits Analyst
- Resourcing Analyst / Talent Acquisition Partner
- Well-being Specialist

HR DEVELOPMENT

- Career Development Coach
- Learning and Development Executive
- People and Culture Specialist
- People Operations Executive

HR GENERALIST

- Human Resource Executive / Partner / Generalist

The prospects for these HR students are promising, especially with their training for the international corporate landscape and understanding of human motivations and behaviours. Such knowledge and skillsets will become valuable as the business environment becomes more complex in Asia. These RP students will be prepared to support multinational organisations in managing dynamic and diverse workforces. We will be pleased to accept DHRMP students for work attachments, providing them the opportunity to gain real insights and put into practice what they have learnt from the course.

Ms Nancy Ng-Lee

Head, Group HR
Mapletree Investments
Pte Ltd

COURSE STRUCTURE

The course structure consists of general, discipline, specialisation and freely chosen modules. There is also an industry orientation component.



GENERAL MODULES

- G101** Critical Thinking and Problem Solving
- G107** Communication in the Global Workplace
- G121** Innovation and Practice
- G951** Life Skills I
- G952** Life Skills II
- G953** Life Skills III
- G961** ECG I: Exploring the Future of Work
- G962** ECG II: Becoming Future-Ready



DISCIPLINE MODULES

- B102** Organisational Behaviour
- B107** Accounting
- B216** Marketing
- B220** Microeconomics
- B223** Social Psychology
- M204** Cross Cultural Communication
- S242** Introduction to Counselling and Communication



INDUSTRY ORIENTATION PROGRAMME

- B300** Project

Select one module from the list below:

- B931** Industry Immersion Programme
- B932** Entrepreneurial Immersion Programme



SPECIALISATION MODULES

- B233** Learning and People Development
- B235** Compensation and Total Rewards Management
- B236** Employment Laws and Labour Relations
- B237** Manpower Planning, Resourcing and Management
- B238** Performance and Talent Management
- B335** Asian Industrial Relations Environment
- B336** Diversity and International Staff Management
- B337** Industrial-Organisational Psychology
- B338** International Business
- B339** Organisational Development and Change Management
- S343** Corporate Wellness
- T241** Anthropological Studies



FREELY CHOSEN MODULES

Select either one of the following:

- B200** Special Project

Two modules to be selected from a list of Freely Chosen Modules

The programme will groom a pool of competent HR practitioners and will prepare them for the workplace through a combination of practical application-based components and knowledge, which are aligned to the Human Resource / Business Management / Leadership and People Management Workforce Skills Qualification competencies, as well as their industry attachments.

Ms Selena Huynh
Deputy Director,
Workforce Singapore
Singapore Workforce
Development Agency

MINIMUM ENTRY REQUIREMENTS

GCE O-LEVEL HOLDERS

GRADE

ENGLISH LANGUAGE

1 - 6

MATHEMATICS (ELEMENTARY / ADDITIONAL)

1 - 6

ANY THREE OTHER SUBJECTS

1 - 6

In addition, you must have sat for one of the following subjects:

Art / Art & Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Geography, Higher Art, Higher Music, History, Humanities (Social Studies, Literature in English), Humanities (Social Studies, Literature in Chinese), Humanities (Social Studies, Literature in Malay), Humanities (Social Studies, Literature in Tamil), Humanities (Social Studies, History), Humanities (Social Studies, Geography), Intro to Enterprise Development, Literature in English, Literature in Chinese, Literature in Malay, Literature in Tamil, Media Studies (English), Media Studies (Chinese), Music, Principles of Accounts

For the full listing of entry requirements, visit www.rp.edu.sg/full-time-courses/dhrmp

FURTHER STUDIES

Discover exciting opportunities for further studies!

As a DHRMP graduate, you can pursue further education in business studies, arts and social sciences and international studies at local and overseas universities:

- Bachelor of Arts (Cultural Studies / International Studies / Psychology)
- Bachelor of Business Administration
- Bachelor of Commerce
- Bachelor of International Studies
- Bachelor of Management
- Bachelor of Social Sciences (Cultural Studies / International Studies / Psychology)
- Business-related degrees with specialisation in HR / International Business / Psychology

We are pleased to know that RP has launched the Human Resource Management with Psychology diploma programme to equip students with HR and business fundamentals that will prepare them well for various job opportunities in the future. This curriculum provides the relevant knowledge and practical training that is vital for students to succeed as HR practitioners. We would be pleased to consider graduates from this programme to join us in building a career in our company.

Ms Zarina Piperdi
Senior Vice President
(Human Resources)
SIA Engineering Company

**HAVE A
QUESTION?**

Find out more about this diploma at
www.rp.edu.sg/full-time-courses/dhrmp



As we move into the digital age, it is more important than ever to reach out to consumers through multiple channels. Why not chart a course for yourself as a communications expert?

Gain the skills and training to be an effective communicator with strong digital media skills. Understand the concepts of targeted messaging across all media platforms including digital, print and broadcast.

Experience Industry Immersion Programme at some of our partner organisations such as:

- Edelman
- GroupM
- Mediacorp
- Ogilvy Public Relations
- Shell Singapore
- Singapore Press Holdings
- TBWA

ABOUT THE DIPLOMA

Storytelling is at the heart of media and marketing. The Diploma in Mass Communication (DMC) offers you the chance to share your story with the world.

Dream of becoming a world-class content creator? The DMC will help you build a strong foundation across multiple media platforms including digital, print and broadcast. The course will teach you to tailor your messages to reach specific audiences for maximum impact, and prepare you well for a career in media and marketing.

To select your preferred track to fit your interests, you will be able to pick between two specialisations. The Journalism track will introduce you to the integrated newsroom of the future, while the Public Relations (PR) and Marketing Communications track will immerse you in a fast-paced communications environment where digital and traditional media converge.

At the end of your learning journey, you will have the necessary tools to become a savvy communicator. Get ready to launch an exceptional career in diverse fields such as journalism, PR or marketing communications.

CAREER OPPORTUNITIES

As a DMC graduate, you can look forward to exciting careers in the media and creative industries. You will be well positioned to take on roles such as:

MEDIA AND CREATIVE INDUSTRY

- Advertising Executive
- Assistant Producer
- Digital Content Creator
- Journalist / Writer
- Public Relations Executive
- Social Media Executive

COMMERCIAL ENTERPRISES

- Corporate Communications Executive
- Marketing Communications Executive



We have had two interns from SMC in my company previously, and they have been a source of joy. I would rank them very highly amongst the almost 50 interns we have had in our company over the years, who were mostly from local and overseas universities. The SMC interns had deep desires to learn and they could take on menial tasks with dignity, at the same time, they were able to accept criticism positively. Their excellent problem-solving skills and hands-on approach to work were admirable. All leaders of organisations will agree that these qualities are important yet increasingly rare today. SMC must be doing it right to produce such students.



Mr Viswa Sadasivan
CEO
Strategic Moves Pte Ltd

COURSE STRUCTURE

The course structure consists of general, discipline, specialisation, elective and freely chosen modules. There is also an industry orientation component.



GENERAL MODULES

- G101** Critical Thinking and Problem Solving
- G107** Communication in the Global Workplace
- G121** Innovation and Practice
- G951** Life Skills I
- G952** Life Skills II
- G953** Life Skills III
- G961** ECG I: Exploring the Future of Work
- G962** ECG II: Becoming Future-Ready



DISCIPLINE MODULES

- B216** Marketing
- B310** Public Relations and Media
- M101** Digital Media Communication
- M202** News Writing
- M203** Effective Presentation Skills
- M204** Cross Cultural Communication
- M205** Research Methods
- M206** Media Law and Ethics
- M207** Media and Society
- M208** Introduction to Integrated Marketing Communications
- M242** Visual Communication
- M311** Video Journalism
- M312** Digital Media Content
- M314** Feature Writing
- T202** Art of Story
- T257** Single-Camera Production



FREELY CHOSEN MODULES

Select either one of the following:

- M200** Special Project

Two modules to be selected from a list of Freely Chosen Modules



SPECIALISATION MODULES

Choose one out of two specialisation tracks listed below:

OPTION 1: JOURNALISM TRACK

- M313** Impact Journalism
- M316** Photojournalism
- M350** Media Practicum (Journalism)

OPTION 2: PUBLIC RELATIONS AND MARKETING COMMUNICATION TRACK

- M301** Crisis Communication
- M332** Campaigns and Advertisement Design
- M351** Media Practicum (Public Relations and Marketing Communication)



INDUSTRY ORIENTATION PROGRAMME

- M390** Portfolio Development

Select one module from the list below:

- M931** Industry Immersion Programme
- M932** Entrepreneurial Immersion Programme



ELECTIVE MODULE

Select one module from the list below:

- B101** Entrepreneurship
- B227** Consumer Behaviour
- C293** Interactive Web Design and Development
- T201** Creative Concepts

MINIMUM ENTRY REQUIREMENTS

GCE O-LEVEL HOLDERS

GRADE

ENGLISH LANGUAGE

1 - 4

MATHEMATICS (ELEMENTARY / ADDITIONAL)

1 - 7

ANY THREE OTHER SUBJECTS

1 - 6

In addition, you must have sat for one subject listed in 1st Group and another different subject listed in 2nd Group:

1st Group: Art / Art & Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Geography, Higher Art, Higher Music, History, Humanities (Social Studies, Literature in English), Humanities (Social Studies, Literature in Chinese), Humanities (Social Studies, Literature in Malay), Humanities (Social Studies, Literature in Tamil), Humanities (Social Studies, History), Humanities (Social Studies, Geography), Intro to Enterprise Development, Literature in English, Literature in Chinese, Literature in Malay, Literature in Tamil, Media Studies (English), Media Studies (Chinese), Music

2nd Group: Additional Mathematics, Art / Art & 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, Higher Malay, Higher Music, Higher Tamil, History, Humanities (Social Studies, Literature in English), Humanities (Social Studies, Literature in Chinese), Humanities (Social Studies, Literature in Malay), Humanities (Social Studies, Literature in Tamil), Humanities (Social Studies, History), Humanities (Social Studies, Geography), Intro to Enterprise Development, Literature in English, Literature in Chinese, Literature in Malay, Literature in Tamil, Malay, Media Studies (English), Media Studies (Chinese), Music, Principles of Accounts, Tamil

For the full listing of entry requirements, visit www.rp.edu.sg/full-time-courses/dmc

FURTHER STUDIES

Discover exciting opportunities for further studies!

DMC graduates can pursue a wide range of mass communication degrees including journalism, PR, broadcast, and film. They can further pursue their studies in the fields of social sciences, business and law at local or overseas universities.

MASS COMMUNICATION

- Bachelor of Arts (Mass Communication)
- Bachelor of Arts in Communication and Media Studies
- Bachelor of Arts in Communication and Media Studies and Public Relations
- Bachelor of Communication
- Bachelor of Creative Arts

BUSINESS

- Bachelor of Business Administration (Specialisation)
- Bachelor of Commerce
- Bachelor of Management (Marketing)

**HAVE A
QUESTION?**

Find out more about this diploma at
www.rp.edu.sg/full-time-courses/dmc

COMMON BUSINESS PROGRAMME



Struggling to select a business or hospitality course which is right for you? Get down to business with our Common Business Programme (CBP)!

After your first semester, you will be able to make an informed choice on your course of study when you apply for one of the following diploma programmes offered either by the School of Management and Communication (SMC) or the School of Hospitality (SOH):

- Business & Social Enterprise
(Formerly known as Social Enterprise Management)
- Consumer Behaviour & Research
- Customer Experience Management with Business
- Hotel & Hospitality Management
- Human Resource Management with Psychology
- Integrated Events Management
- Restaurant & Culinary Operations
- Wellness & Hospitality Business

ABOUT THE PROGRAMME

Gain insights into the working world and narrow down your interests in the field of business or hospitality.

With the varied and dynamic world of business before you, we know it can be difficult to decide which area you want to focus on. With the CBP, you can explore all of your options and enjoy a taster of what is to come before selecting your diploma from SMC or SOH.

Conducted during your first semester in your first year of study, the programme will immerse you in real-life situations and help you develop transferable skills and core business principles that will be beneficial no matter which specific course you choose to take.

You will also be able to supplement your learning with Education and Career Guidance (ECG) activities so that when the time comes, you can make an informed decision about which diploma is right for you.

MINIMUM ENTRY REQUIREMENTS

GCE O-LEVEL HOLDERS

GRADE

ENGLISH LANGUAGE

1 - 6

MATHEMATICS (ELEMENTARY / ADDITIONAL)

1 - 6

ANY THREE OTHER SUBJECTS

1 - 6

In addition, you must have sat for one of the following subjects:

Art / Art & Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Geography, Higher Art, Higher Music, History, Humanities (Social Studies, Literature in English), Humanities (Social Studies, Literature in Chinese), Humanities (Social Studies, Literature in Malay), Humanities (Social Studies, Literature in Tamil), Humanities (Social Studies, History), Humanities (Social Studies, Geography), Intro to Enterprise Development, Literature in English, Literature in Chinese, Literature in Malay, Literature in Tamil, Media Studies (English), Media Studies (Chinese), Music, Principles of Accounts

For the full listing of entry requirements, visit www.rp.edu.sg/full-time-courses/cbp

COURSE STRUCTURE

In your first semester, you will take the following modules:



GENERAL MODULES

- G101** Critical Thinking and Problem Solving
- G107** Communication in the Global Workplace
- G121** Innovation and Practice
- G951** Life Skills I
- G952** Life Skills II
- G961** ECG I: Exploring the Future of Work



DISCIPLINE MODULES

- B216** Marketing
- B220** Microeconomics

From the second semester, you will study the modules that are allocated to a specific diploma programme from SMC or SOH.

HAVE A QUESTION?

Find out more about the Common Business Programme at www.rp.edu.sg/full-time-courses/cbp



INTERNSHIPS

Gain real-world industry experience to jump-start your career!

Our Industry Immersion Programmes enhance your learning with real-world experiences out of the classroom. Develop valuable practical skills and knowledge, establish a network of professional contacts and connect with potential employers as you explore the working world.

Throughout my 20-week internship at The Walt Disney Company, I was able to fully utilise the knowledge in consumer behaviour and research that I acquired in school. It has helped me glean key insights into Disney's social media activities and media ratings. I am happy that my contribution was used by the team to make more informed business decisions. I was assigned work and project that broadened my knowledge of the media and entertainment industry. I am very privileged to be able to grow professionally and personally at The Walt Disney Company.



Tan Kang Hui Millie

- Diploma in Consumer Behaviour & Research
- Year 3

The Diploma in Social Enterprise Management (DSEM) is more than just an academic qualification to me. Thanks to DSEM and RP, I was given multiple opportunities to excel. Through my internship at Marina Bay Sands, I was given the opportunity to organise various volunteering and community outreach events. The internship also allowed me to apply what I have learnt in class to multinational corporations' Corporate Social Responsibility projects. I believe that all students will enjoy the hands-on approach to learning in the DSEM.



Jolin Choi Yu En

- Diploma in Social Enterprise Management (now known as Diploma in Business & Social Enterprise)
- 2017 Graduate

The DSEM was instrumental in teaching me to adapt and provide solutions to challenging situations. While working in IE Singapore (Guangzhou), I got to experience how businesses operate in the Chinese market, and assisted in marketing and trade missions between Singapore and the Chinese government and enterprises. The internship experience has widened my horizons and helped me develop practical and relevant market analysis, research and business writing skills.



Veronica Low Kai Lin

- Diploma in Social Enterprise Management (now known as Diploma in Business & Social Enterprise)
- 2017 Graduate

My internship with Bain Southeast Asia was very meaningful because I had the opportunity to support various HR functions and work with colleagues across Asia on regional HR projects. The stint at Bain allowed me to gain a deeper appreciation of how sound HR practices can make a difference in employee engagement and support the strategy of an organisation – especially in an organisation that is consistently voted as one of the best companies to work for globally. Thank you, RP and Bain, for providing me with this rewarding and splendid experience to deepen my professional skillset and get me ready for the working world.



Kristina Lydia Romauli Manik

- Diploma in Human Resource Management with Psychology
- 2017 Graduate
- Currently pursuing a Bachelor of Business Management at Singapore Management University

Hear from our Industry Partner:

An excellent individual who is positive, a team player and highly creative, Kane is made for the industry! Well-loved by the entire team, he is very committed to the work assigned and has never missed a deadline. He is also attuned to current trends and his knowledge in music is a plus to the station. Moreover, he possesses high EQ and is very receptive to ideas. He will take an idea and move it to the next level. Beyond all these exceptional qualities, he is also a great problem-solver and has the ability to always come up with different interesting angles on his shoots and edits. For one who has limited shooting experience, he has more than proven himself to be a great all-rounder. I think the industry is lacking talents like his and I would take him in as a part of the family in a heartbeat. Definitely a keeper and I envy the people who snag him after his national service ends!

Mr Christopher Khong

- Senior Creative Director (Youth Segment)
- Mediacorp (987TV)



Kane Raynard Goh Rong Wei

- Diploma in Mass Communication
- 2016 Graduate



CONSUMER INSIGHTS LAB

Do you want to go behind the scenes in the study of consumer behaviour? Our Consumer Insights Lab enables you to explore how technology is changing the face of customer relations.

Initiated and developed by the staff of the Diploma in Consumer Behaviour & Research, the Consumer Insights Lab is designed to support research and development (R&D) and curriculum-related activities in RP. As a student, you will benefit from first-hand research that will impact your understanding of businesses and consumer buying behaviour. Conduct consumer psychology and human behaviour studies and enjoy the opportunity to engage with brands like L'Oréal, adidas, HP, Samsung and other market leaders.

Designed to support a wide range of research activities, the world-class Consumer Insights Lab offers the following amenities:

- A state-of-the-art interactive projection system that creates a virtual retail environment for enhanced shopper insights
- A physiological testing centre with advanced technology including the eye tracker, brain wave and facial expression analysis
- Two fully-equipped focus group rooms (casual and formal setting) for qualitative research projects and assignments

Expect plenty of hands-on training as you learn the ropes of consumer behaviour and psychology!





MEDIA LAB

The Media Lab provides a realistic simulated media environment for you to unleash your creativity. Want to produce innovative, eye-catching and thought-provoking communications campaigns and publications? Now you can.



The Media Lab is a student-led facility that offers media and communications services related to journalism, public relations (PR) and marketing communications.

It is an integrated facility that houses a newsroom, a PR / marketing communications agency and a recording studio that supports the ideation and creation of impactful multimedia contents and marketing communications campaigns.

As a student, you will use the Media Lab to conceptualise, create, design, and edit content across digital, broadcast and print media platforms. You will also plan, develop and implement PR / marketing communications campaigns in collaboration with industry partners like Google, National Heritage Board, Singapore Red Cross Society, Singapore Kindness Movement, and Public Service Division.

The Media Lab is also where students produce the campus newspaper – The Republican Post – in print, online and broadcast formats.

RP's Media Lab catalyses the creation of great content, making the creative process enjoyable for both the Mass Communication students and us at the Singapore Red Cross. I was impressed by the students' zeal, dedication and professionalism in delivering a series of poignant video documentaries and photo essays. The heartfelt stories of disaster survivors enabled our donors to understand the Red Cross impact in affected communities.

Mr Benjamin William
Secretary General / CEO
Singapore Red Cross



ENTERPRISE SERVICES CENTRE

In line with RP's vision to nurture innovative, entrepreneurial and cultured professionals, the Enterprise Services Centre (ESC) nurtures aspiring entrepreneurs and support start-ups among RP students, staff and alumni.



Established in 2017, the ESC has three key strategic thrusts:

- Education – Imbuing RP students with business acumen and nurturing their innovative spirit
- Development – Promoting the application of entrepreneurial skills on various programmes and platforms that include competitions, student overseas trips, interest groups and pushcarts
- Start-ups – Facilitating the commercialisation of business ideas through funding support, mentorship and prototyping



STUDENT OVERSEAS TRIPS



At SMC, we believe in providing our students with a holistic learning journey – one that combines academic pursuits with meaningful cross-cultural exchanges. Each year, we organise Student Overseas Trips (SOT) to let our students experience different cultures and learn from people of different nationalities.

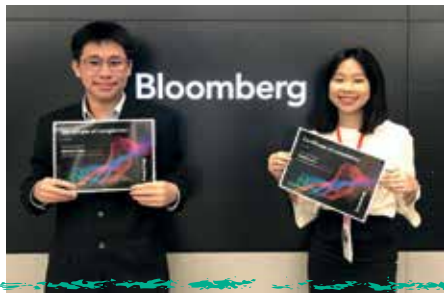
SMC students have travelled to:

- Australia
- Cambodia
- China
- Hong Kong
- Japan
- Myanmar
- South Korea
- Sri Lanka
- Taiwan
- Thailand



STUDENT ACHIEVEMENTS

SMC students thrive on creative challenges and embrace any opportunity to showcase their skills and make their mark on the national and global stage. These are some examples of our students' impressive achievements.



Bloomberg Polytechnic Challenge 2018

Organised by Bloomberg LLP, the Bloomberg Polytechnic Challenge involves student competitors from local polytechnics. Thirty polytechnic students were chosen from online entries to take part in the stock pitch challenge.

These 30 students went through a crash course in stock pitching and presented to a panel of judges from Bloomberg on 8 June 2018. During the stock pitch challenge, the students were tested on their ability to form and present rational arguments when pitching.

A group of five students were eventually selected as winners of the Challenge. SMC is proud that two of these winners were students from RP's Diploma in Social Enterprise Management (now known as DBSE) and DMC respectively.

SHRI HR Hackathon 2018

The inaugural SHRI HR Hackathon brought leaders in Human Resource (HR) innovation and development, as well as aspiring young HR leaders, together on 13 and 14 July 2018.

The Hackathon's theme of "Create, Engage, Innovate HR" called for practical and creative solutions to the challenge statements given by the sponsoring organisations. One SMC team from DHRMP participated in the Hackathon and worked tirelessly to develop a mobile app prototype as a solution to their chosen challenge statement.

Their solution eventually emerged as the winning pitch for RP and was ranked third place out of the 16 submissions by teams from local institutes of higher learning.

FedEx Express/JA International Trade Challenge (ITC) 2018

Armed with their interest and knowledge of international business, a team of DBSE students led by senior lecturer Mr Danny Lee took part in the FedEx Express/JA International Trade Challenge (ITC) where they emerged winners in the regional round. To prepare for the competition, the students researched and synthesised detailed information related to a specific country to gain a greater understanding of international trade.

The team impressed the judges with their business idea of a modular energy storage device that would provide a portable source of electrical energy. As champions, they also had the opportunity to represent Singapore in the ITC Asia Pacific Finals.

Singapore Cancer Society Inter-Polytechnic Competition 2018

Two teams of DMC students participated in the Singapore Cancer Society's Inter-Polytechnic Competition 2018 finals that took place on 20 January 2018. One team clinched the second place and the Excellence Award, while another team came in fifth place. This annual competition encourages polytechnic students to hone their skills in using creative techniques and ideas to convey key messages about cancer in Singapore.





Part-Time Diploma in **BUSINESS PRACTICE** **(INTERNATIONAL HUMAN RESOURCES MANAGEMENT)**

The part-time diploma gives you a global view on human resource management and helps you to work across diverse cultures and nationalities.

You will be able to execute HR functions contextualised to international organisations and modify HR practices based on analysis as well as understanding of the social-cultural and business environments. You will also be able to handle integration and people management issues of multi-cultural workplace.

Advanced Certificate in **MARKET RESEARCH**

This specialised programme is designed to enhance your market research capabilities. In collaboration with Market Research Society of Singapore, the programme teaches you the current qualitative and quantitative research methodologies, introduces you to the latest technologies used in market research and equips you with the use of business analytics to harness consumer insights for improved business decision making.

With a focus on real-world case studies in Asia, you will gain an edge in market research practice and eventually, be able to help businesses make strategic decisions to advance successfully in demanding marketplace.



SkillsFuture Work-Learn Bootcamp in **DIGITAL MARKETING AND BRANDING**

The SkillsFuture Work-Learn Bootcamp (WLB) is a work-learn programme that equips fresh graduates and mid-career individuals with the relevant behavioural, mindset and technical skills to succeed as marketers in today's digital economy. Developed in partnership with SkillsFuture Singapore, the WLB in Digital Marketing and Branding will guide you to build comprehensive toolkits to secure long-term success as a digital marketing professional. At the end of the programme, you will have a good understanding about branding, digital marketing plans, social media, search engine optimisation (SEO), and search engine management (SEM).



Find out more about these lifelong learning programmes at www.rp.edu.sg/ACE



LIFELONG LEARNING ACADEMIC COURSES

Specialist Diploma in **CAREER COUNSELLING**

Interested to become a Career Practitioner or to incorporate career development as part of your current role?

This specialist diploma equips you with the essential counselling and coaching competencies in the field of Career Counselling. You will learn to help clients evaluate their career needs, advise clients on career plans, as well as counsel and coach clients to achieve their career goals. Get ready for a life-enhancing role in career counselling with this specialist diploma today!

Specialist Diploma in **COMMUNICATION STRATEGIES FOR SOCIAL MEDIA**

Be trained in the development of communications strategies for social media, application and evaluation of digital media analytics, content creation and marketing, as well as crisis communication and management through this specialist diploma.

You will acquire knowledge to expertly leverage digital/social media technologies, develop digital/social media strategies aligned with business and communication goals, create, amplify and syndicate content across different media channels, as well as establish and recommend structures and strategies to support organisation-wide digital and social media adoption.



Specialist Diploma in **DIGITAL BUSINESS**

Pick up in-depth knowledge and application on various strategies in digital business along with technology and design of e-commerce portals.

Upon completion of this specialist diploma, you will be able to analyse digital business strategies, processes, and decisions made by businesses, apply user-centred design guidelines in developing digital business models and launch digital marketing campaigns leveraging various channels.



SkillsFuture Earn and Learn Programme for Specialist Diploma in **DIGITAL BUSINESS**



The SkillsFuture Earn and Learn Programme (ELP) leading to the Specialist Diploma in Digital Business prepares you for a career in the digital economy by imparting essential skills and knowledge.

Gain in-depth knowledge and application on various strategies in digital business, along with technology and design of e-commerce portals. With practicum based on real-world case studies and industry projects, you will learn to turn ideas into products, services or even business models through the application of the commercialisation process.

The ELP sets a pathway for your career development and further education through two Post-Diploma Certificates. At the end of this programme, you will be awarded a Specialist Diploma in Digital Business.

WHOM IS THIS FOR?

The ELP is for Singaporeans and Singapore Permanent Residents who are within three years of either graduation from the polytechnics or the Operationally Ready Date for National Servicemen

**HAVE A
QUESTION?**

Find out more about this ELP at
www.rp.edu.sg/ACE



SkillsFuture Earn and Learn Programme
leading to a Diploma in

BUSINESS PRACTICE (HUMAN RESOURCE MANAGEMENT)



Equip yourself with essential competencies to support the Human Resource (HR) functions of organisations operating in a multi-cultural environment. Upon completion of the diploma, you will be fully trained to support the growth of organisations through sound HR practices.

The SkillsFuture Earn and Learn Programme (ELP) provides a pathway for your career development and further education. Under the ELP, you will have to complete two Modular Certificates (MCs). At the end of the ELP, you have the option to complete three additional MCs for the award of a Diploma in Business Practice (Human Resource Management).

WHOM IS THIS FOR?

The ELP is for Singaporeans and Singapore Permanent Residents who are within three years of either graduation from the ITE or the Operationally Ready Date for National Servicemen

**HAVE A
QUESTION?**

Find out more about this ELP at
www.rp.edu.sg/ACE



LIFELONG LEARNING @ SMC

The business arena is constantly evolving and the media landscape ever-changing. Given the fast pace of change, it is vital to constantly upgrade your skills and knowledge in order to stay relevant and maintain your edge in today's competitive market.

Enhance your employability with our broad range of courses in these interesting fields of study:

- Digital Business
- Digital Marketing and Branding
- Human Resource Management
- Market Research
- And many more!



STAY AHEAD OF THE CURVE BY UPSKILLING OR RESKILLING WITH RP ACE!



To meet the ever-evolving demands of the global workforce, lifelong learning is becoming increasingly important.

Offering a suite of Continuing Education and Training (CET) courses ranging from full qualification programmes such as Part-Time Diplomas or Specialist Diplomas to short courses such as the SkillsFuture Series programmes, there is one to meet your professional career goals at Republic Polytechnic Academy for Continuing Education (RP ACE).

Embrace lifelong learning, develop your potential and stay relevant by picking up new skills or deepen your knowledge at RP ACE today!

To find out more about Lifelong Learning at RP, visit www.rp.edu.sg/ACE

LIFELONG LEARNING@SMC

SCHOOL OF MANAGEMENT AND COMMUNICATION (SMC)



To find out more about
LIFELONG LEARNING COURSES AT RP,
visit www.rp.edu.sg/ACE