



# DIPLOMA IN COMMUNICATIONS & MEDIA MANAGEMENT (T40)

## Course Overview

Storytelling fuels creativity, boosts engagement and is essential to the growth of many organisations. This course will teach you how to incorporate storytelling with digital communication skills to create strong narratives that leave an impact.

Be equipped with highly sought-after skills in journalistic writing, digital content creation and media production. Deepen your storytelling skills with one of our elective specialisations; Journalism or Integrated Media. In addition, with business management built into our curriculum, you will also gain insights into the media sector business and operations.

Our fully equipped MediaBiz Studio is where you can gain hands-on training in video and audio production, journalism and digital media. Learn to produce audio programmes for our on-campus radio station RadioActive, and create exciting content for our news portal Stories & Co.

Through our strong industry partnerships, you will also get opportunities to work on real-world industry projects, learn how organisations share impactful brand stories and messages and participate in a broad range of out-of-classroom activities for an enriching learning experience.

Equipped with in-demand skills, you can look forward to exciting careers as a media, communications, PR or content creation specialist across diverse industries.



### BE A MASTER OF STORYTELLING

Master the art of storytelling to be agile, effective communicators across all digital media platforms.



### REAL-WORLD EXPERIENCE

Gain real-world exposure through networking, project and event opportunities with strategic learning partners such as Mediacorp and SPH.



### CERTIFIED FOR THE INDUSTRY

Attain industry recognised certifications to enhance career options such as Adobe Premiere Pro and Photoshop.

# 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.

Subject	Grade
English Language (EL1)*	1-4
Mathematics (E or A)	1-7
Any three other subjects	1-6
<b>2022 Planned Intake</b>	<b>85</b>
<b>Net ELR2B2 aggregate range (2021 JAE)</b>	<b>6 - 13</b>

Note:

To be eligible for selection, applicants must 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.

In addition to the above, applicants must also have sat for a 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.

## What You'll Learn

YEAR 1

YEAR 2

YEAR 3

TPFUN

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

Core Subjects		
Subject Code	Subject	Credit Units
<b>BAF1010</b>	<b>Business Accounting</b> 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.	<b>4</b>
<b>BBS1001</b>	<b>Principles of Management</b> 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.	<b>4</b>
<b>BBT1010</b>	<b>Business Technology &amp; Analytics</b> This subject provides an overview of how digitalisation and business technology impact the future of work and businesses. It also encompasses the utilisation of digital information and applications to facilitate decision making and problem solving through data analysis and visualisation.	<b>4</b>
<b>BCM1014</b>	<b>Media Writing</b> 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,	<b>4</b>

	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.		
<b>BCM1015</b>	<b>Journalism Fundamentals</b> 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.	<b>4</b>	
<b>BCM1017</b>	<b>Visual Communication</b> 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.	<b>4</b>	
<b>BCM1018</b>	<b>Digital Media Fundamentals</b> 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.	<b>4</b>	
<b>BEC1007</b>	<b>Business Economics</b> 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.	<b>4</b>	
<b>BRM1005</b>	<b>Marketing Fundamentals</b> 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.	<b>4</b>	

YEAR 1

**YEAR 2**

YEAR 3

TPFUN

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.

Core Subjects			
Subject Code	Subject	Credit Units	
<b>BCM2020</b>	<b>Video Production</b> 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.	<b>4</b>	
<b>BCM2021</b>	<b>Audio Production</b> 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.	<b>4</b>	
<b>BCM2024</b>	<b>Media Research &amp; Analysis</b> 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.	<b>4</b>	
<b>BCM2026</b>	<b>Mobile Journalism</b> This subject will train students to conceptualise and produce journalistic stories that make use of social media tools and mobile devices.	<b>3</b>	



<b>BCM3012</b>	<b>Digital Content Management</b> 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.	<b>4</b>	^
<b>BMK2023</b>	<b>Digital &amp; Social Media Marketing</b> Digital & Social Media Marketing is the buzz word in today's digitalised world. This subject offers you understanding into the theories and practices of digital and social media marketing strategy and tools in the context of a company overall marketing strategy.	<b>4</b>	^

### Elective Cluster: Journalism

Subject Code	Subject	Credit Units	
<b>BCM2019</b>	<b>Digital Journalism</b> 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.	<b>4</b>	^
<b>BCM2023</b>	<b>News Centre Management</b> 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.	<b>4</b>	^

### Elective Cluster: Integrated Media

Subject Code	Subject	Credit Units	
<b>BCM2028</b>	<b>Integrated Media Management</b> 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.	<b>4</b>	^
<b>BCM2029</b>	<b>Integrated Media Production</b> This subject aims to equip students with the knowledge to create content using integrated resources to produce deliverables for different media platforms.	<b>4</b>	^

YEAR 1

YEAR 2

**YEAR 3**

TPFUN

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!

### Core Subjects

Subject Code	Subject	Credit Units	
<b>BCM3011</b>	<b>Major Project (Communications &amp; Media Management)</b> 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.	<b>8</b>	^
<b>BCM3014</b>	<b>Media Business &amp; Management</b>	<b>3</b>	^

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.

**BCM3014**

**Media Business & Management**

**3**



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.

**BLM3016**

**Media Law**

**4**



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.

YEAR 1

YEAR 2

YEAR 3

**TPFUN**

You will also undergo TP Fundamentals (TPFun) – a set of subjects that equips you with the crucial life skills you need to navigate the modern world as an agile and forward-thinking individual, and team player.

**TP Fundamentals (TPFun) Subjects**

**Subject Code**

**Subject**

**Credit Units**

**GTP1301**

**Current Issues & Critical Thinking**

**3**



This subject covers current issues, including diverse local and global concerns, that will impact lives and may have critical implications for Singapore. There will be opportunities to build competence through self-directed learning, communicate and collaborate in active discussions and objectively analyse issues using digital and information literacy skills and critical thinking scaffolds.

This subject aims to provide students with the knowledge and skills to:

- apply critical thinking tools to examine current issues.
- effectively search for relevant information from a variety of sources.
- evaluate research information.
- cite sources to support their views.
- articulate an informed opinion about current issues.

**BTX1001**

**Effective Communication**

**3**



This subject introduces the fundamentals of effective communication. It also covers how to communicate with and convince an audience through writing and speaking tasks. The skills in this subject will include the application of strategies for communication, appropriate vocabulary, language features, visual aids, tone and style. The **Message, Audience, Purpose and Strategy (MAPS)** framework will also be applied when planning and engaging in written and verbal communication. There will be opportunities to communicate and collaborate through active learning activities, apply digital and information literacy skills and build competence through self-directed learning.

This subject aims to equip students with the knowledge and skills to:

- apply the factors that influence effective communication.
- structure a compelling point of view through a writing task.
- express their ideas convincingly to an audience in an oral presentation.

**BTX1002**

**Professional Communication**

**3**



This subject covers professional communication skills for the workplace and employability skills in the areas of career preparation. It covers communication and interpersonal skills, including effective virtual communication etiquette, and conducting oneself professionally in the workplace. In addition, essential career preparation skills such as resume writing and interview skills, needed to seek and secure work would be included. The **Message, Audience, Purpose and Strategy (MAPS)** framework would also be applied when engaging in written and verbal communication. There will be opportunities to communicate and collaborate through active

learning activities, apply digital and information literacy skills and build competence through self-directed learning.

The subject aims to equip students with the knowledge and skills to:

- communicate effectively in the workplace using principles of effective written communication and interpersonal skills.
- apply effective job search and interview skills in their career preparation.

**GTP1101**

### **Leadership Fundamentals**

**2**



This subject focuses on self-leadership based on the values of integrity, respect, and responsibility. Increasing awareness of self and others will lay the foundations for personal and relationship effectiveness. Consequential thinking, clear articulation of personal values and visions, emphatic listening, and collaboration in serving others are some of the essential skills covered in this leadership journey. There will be opportunities to build and to apply the concepts of being a values-centred leader.

The aim of this subject is to guide students to:

- design a personal growth plan based on strengths, values and purpose.
- apply the attributes of logical and emotional intelligence to improve team effectiveness.
- identify the key messages of respect in relationships.
- apply the principles of effective personal financial management.

**GTP1102**

### **Leadership in Action**

**1**



This subject focuses on Service Learning as an experiential platform to apply the tenets of Self and Team Leadership. Service Learning will be the capstone project for this subject, which will require an analysis of the diverse needs of the community, collaboration with community partners and demonstration of learning, including key elements of empathy. There will be opportunities to build and to apply the concepts of being a values-centred leader.

This subject aims to equip students with the knowledge and skills to:

- plan and carry out a project to demonstrate empathy towards people in a diverse community.
- apply diploma core knowledge and skills through the Service Learning platform to address community needs.
- reflect on the Service Learning experience when working in teams and with community partners.

**GTP1201**

### **Career Readiness CARE1**

**1**



This subject focuses on personal management skills. It develops an understanding of one's career interests, values, personality and skills for career success. It covers the necessary knowledge, skills and attitudes needed to succeed in the workplace and achieve professional goals. There will be exposure to apply digital and information literacy skills, build competence through self-directed learning methods and acquire the skills of being a lifelong learner.

This subject aims to equip students with the knowledge and skills to:

- analyse personal characteristics that can contribute positively to achieving personal, educational and career goals.
- make career decisions that are aligned with their interests, skills and values.

**GTP1202**

### **Career Readiness CARE2**

**1**



This subject focuses on career management skills. It covers the importance of workplace readiness skills to adapt and respond to the changing job market environment. Career ownership and continuous learning for lifelong employability will be emphasised. There will be exposure to apply digital and information literacy skills, build competence through self-directed learning, and acquire the skills of being a lifelong learner.

This subject aims to equip students with the knowledge and skills to:

- identify their work profiles to help them in their career choices in a changing job market environment.
- take career ownership for continuous learning and lifelong employability.

**LSW1002**

### **Sports & Wellness**








**2**



The subject enables students to build a good foundation for healthy living. Students will have the opportunity to participate in hands-on practical sessions where they will experience and develop both physical and technical skills in their chosen sports or fitness activities. Through a structured curriculum that facilitates group participation, practice sessions and mini competitions, students will be able to build lifelong skills such as resilience, leadership, communication and teamwork. Physical activity sessions will also be supplemented by health-related topics that span the



dimensions of health, such as diet, nutrition, stress and weight management, to provide students with a holistic approach to healthy living. This subject also prepares students to be self-directed and accountable for lifelong learning for good health.

<b>BIN1001</b>	<b>Innovation &amp; Entrepreneurship</b>	<b>2</b>	
	The subject is designed for learners from all disciplines to embrace innovation in either their specialised field or beyond. Learners will be taught to apply the Design Thinking framework to develop problem statements, ideate and identify feasible solutions. Learners will be exposed to several tools for prototyping. In addition, commercial awareness will be imbued in learners through various innovation and entrepreneurship concepts or tools. This subject also prepares students to be self-directed lifelong learners who are digital and information literate. It nurtures communicative and collaborative citizens who can use objective analysis in problem-solving.		
<b>BGS1002</b>	<b>Global Studies</b>	<b>3</b>	
	This subject provides essential skills and knowledge to prepare students for an overseas experience. They will examine the elements of culture and learn the key principles of cross-cultural communication. In addition, they will gain an appreciation and awareness of the political, economic, technological and social landscape to function effectively in a global environment. The subject prepares students to be responsible citizens and leaders who can contribute to the global community through effective communication and collaboration.		
<b>BGS1003</b>	<b>Managing Diversity at Work*</b>	<b>3</b>	
	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. The subject prepares students to be responsible citizens and leaders who can contribute to the global community through effective communication and collaboration.		
<b>BGS1004</b>	<b>Global Citizenship &amp; Community Development*</b>	<b>3</b>	
	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. The subject prepares students to be responsible citizens and leaders who can contribute to the global community through effective communication and collaboration.		
<b>BGS1005</b>	<b>Expressions of Culture*</b>	<b>3</b>	
	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. The subject prepares students to be responsible citizens and leaders who can contribute to the global community through effective communication and collaboration.		
<b>GTP1302</b>	<b>Guided Learning</b>	<b>3</b>	
	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. Students will enhance their problem solving and digital literacy skills through this subject.		
<b>BSI3038</b>	<b>Student Internship Programme</b>	<b>16</b>	
	This structured programme is designed to link your learning with the real work environment. You will be placed in organisation(s) with opportunities to apply the concepts and skills acquired in the course of your study. Besides reinforcing technical concepts and mastering of skills in areas that you have been trained, the practical training will enable you to build important skills such as problem-solving, communication, teamwork, and to cultivate good attitude and a strong work ethic.		

\* Students must choose one of these three electives under the 'Global Studies 2' subject, or take 'Guided Learning'

## GRADUATION REQUIREMENTS

Cumulative Grade Point Average	min 1.0
TP Fundamentals Subjects	40 credit units
Diploma Core Subjects	82 credit units
<b>Total Credit Units Completed</b>	min 122 credit units