

PROGRAM PLAN

BACHELOR OF COMMUNICATION

PROGRAM OPTION:

Double Major:
(1) News **AND**
(2) Public Relations

START DATE:

Trimester 3, 2021

LOCATION:

Singapore

This Program Plan is an enrolment guide to ensure you are on track to graduate. If at any time you wish to vary from this program plan seek advice from your Academic Program Advisor to ensure you remain on track.



PROGRAM HANDBOOK

COURSE HANDBOOK

YEAR 1	TRIMESTER 3	CMNS1000 Digital and Social Media	CIND1004 Creative Collaborations	CMNS1240 Mobile Media Making	CMNS2016 Social and Interactive Media	TRIMESTER 1	CMNS1090 Media Storytelling	CMNS1234 Media and Communication Concepts	CMNS2530 Strategic Communication	CMNS2600 Audience Participation and Interaction	TRIMESTER 2	CMNS2140 Principles of Public Relations	CMNS2280 Feature Writing	CMNS2320 News Media	ELECTIVE
		CORE	CORE	Compulsory	ELECTIVE		Compulsory	CORE	PR MAJOR	CORE		PR MAJOR	NEWS MAJOR	NEWS MAJOR	BUSINESS
YEAR 2	TRIMESTER 3	CIND2003 Strategic Creativity	CMNS3310 Communication, Creativity & Cultural Production	CMNS3540 Public Relations Campaigns	DESN2002 Design Thinking and Innovation	TRIMESTER 1	CIND3000 Entrepreneurship	CMNS3150 Podcasting and Radio	CMNS3320 Global Trends in Media and Communication	CMNS3520 Public Affairs	TRIMESTER 2	CIND3003 Creative Industries Professional Project		CMNS3333 Multiplatform Journalism	CMNS3470 Data Visualisation in Journalism
		CORE	CORE	PR MAJOR	CORE		CORE	NEWS MAJOR	NEWS MAJOR	PR MAJOR		PR MAJOR	NEWS MAJOR	NEWS MAJOR	NEWS MAJOR

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BACHELOR OF COMMUNICATION

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Single Major:
News

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[COURSE HANDBOOK](#)



YEAR 1

TRIMESTER 3	CMNS1000 Digital and Social Media	CIND1004 Creative Collaborations	CMNS1240 Mobile Media Making	CMNS2016 Social and Interactive Media	TRIMESTER 1	CMNS1090 Media Storytelling	CMNS1234 Media and Communication Concepts	CMNS2600 Audience Participation and Interaction	ELECTIVE	TRIMESTER 2	CMNS2280 Feature Writing	CMNS2320 News Media	ELECTIVE	ELECTIVE
	CORE	CORE	Compulsory	ELECTIVE		Compulsory	CORE	CORE			NEWS MAJOR	NEWS MAJOR		

YEAR 2

TRIMESTER 3	CIND2003 Strategic Creativity	CMNS3310 Communication, Creativity & Cultural Production	DESN2002 Design Thinking and Innovation	ELECTIVE 2000/3000 level	TRIMESTER 1	CIND3000 Entrepreneurship	CMNS3150 Podcasting and Radio	CMNS3320 Global Trends in Media and Communication	ELECTIVE 2000/3000 level	TRIMESTER 2	CMNS3333 Multiplatform Journalism	CMNS3470 Data Visualisation in Journalism	ELECTIVE 2000/3000 level	ELECTIVE 2000/3000 level
	CORE	CORE	CORE			CORE	NEWS MAJOR	NEWS MAJOR			NEWS MAJOR	NEWS MAJOR		

PROGRAM PLAN

BACHELOR OF COMMUNICATION

PROGRAM OPTION:

Single Major:
Public Relations

START DATE:

Trimester 3, 2021

LOCATION:

Singapore

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 COURSE HANDBOOK

YEAR 1	TRIMESTER 3	CMNS1000 Digital and Social Media	CIND1004 Creative Collaborations	CMNS1240 Mobile Media Making	CMNS2016 Social and Interactive Media	TRIMESTER 1	CMNS1090 Media Storytelling	CMNS1234 Media and Communication Concepts	CMNS2530 Strategic Communication	CMNS2600 Audience Participation and Interaction	TRIMESTER 2	CMNS2140 Principles of Public Relations	ELECTIVE	ELECTIVE	ELECTIVE
		CORE	CORE	Compulsory	ELECTIVE		Compulsory	CORE	PR MAJOR	CORE		PR MAJOR			
YEAR 2	TRIMESTER 3	CIND2003 Strategic Creativity	CMNS3310 Communication, Creativity & Cultural Production	CMNS3540 Public Relations Campaigns	DESN2002 Design Thinking and Innovation	TRIMESTER 2	CIND3000 Entrepreneurship	CMNS3520 Public Affairs	ELECTIVE 2000/3000 level	ELECTIVE 2000/3000 level	TRIMESTER 1	CIND3003 Creative Industries Professional Project	ELECTIVE 2000/3000 level	ELECTIVE 2000/3000 level	
		CORE	CORE	PR MAJOR	CORE		CORE	PR MAJOR				PR MAJOR			

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BACHELOR OF COMMUNICATION

To be eligible to graduate make sure you have completed 240 units (10 units = 1 course unless otherwise specified) which meet the following criteria:

- Students must complete one of the following structures:
 - **Double Major Pathway:** 80 units of Core Courses, both the News major AND the Public Relations major (each major consists of CMNS1090, CMNS1240, 20 units at 2000 level and 40 units at 3000 level) and 20 units of Electives.
 - **Single Major Pathway:** 80 units of Core Courses, either the News major OR the Public Relations major (each major consists of CMNS1090, CMNS1240, 20 units at 2000 level and 40 units at 3000 level) and 80 units of electives (with at least 30 units at 2000/3000 level).
- Students must complete a minimum of 40 units at all levels (1000, 2000, and 3000), and can complete a maximum of 100 units at 1000 level
- The duration of this program is 2 years full-time (40 units per trimester) or part-time equivalent
- The maximum time to complete this program is 8 years



Some courses have assumed knowledge and/or requisites, please refer to the individual [Course Handbook](#). Please refer to the [Program Handbook](#) for specific information on program structure. If you are intending varying from this program plan please seek advice from your [Academic Program Advisor](#).

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BACHELOR OF COMMUNICATION

News Major

COMPULSORY COURSES

CMNS1090: Media Storytelling
CMNS1240: Mobile Media Making

DIRECTED COURSES

Complete 20 units from:

CMNS2280 Feature Writing
CMNS2320 News Media
CMNS2700 Communication Research and Data Analytics

Complete 40 units from:

CMNS3150 Podcasting and Radio
CMNS3333 Multiplatform Journalism
CMNS3320 Global Trends in Media and Communication
CMNS3470 Visual and Data Journalism

Public Relations Major

COMPULSORY COURSES

CMNS1090: Media Storytelling
CMNS1240: Mobile Media Making

DIRECTED COURSES

Complete 20 units from:

CMNS2140 Principles of Public Relations
CMNS2530 Strategic Communication
CMNS2700 Communication Research and Data Analytics

Complete 40 units from:

CMNS3520 Public Affairs
CMNS3540 Public Relations Campaigns
CIND3003 Creative Industries Professional Project (20 Units)