

PROGRAM PLAN

BACHELOR OF COMMUNICATION

PROGRAM OPTION:

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

START DATE:

Trimester 3, 2020

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

PROGRAM PLAN

BACHELOR OF COMMUNICATION

PROGRAM OPTION:
Single Major:
News

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Trimester 3, 2019

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 [COURSE HANDBOOK](#)

YEAR 1	TRIMESTER 3	CMNS1000 Digital and Social Media	CMNS1234 Media and Communication Concepts	CMNS1240 Mobile Media Making	ELECTIVE	TRIMESTER 1	CMNS1090 Media Storytelling	CMNS2600 Audience Participation and Interaction	CMNS2320 News Media	ELECTIVE	TRIMESTER 2	CMNS2280 Feature Writing	ELECTIVE	CMNS3310 Communication, Creativity & Cultural Production	ELECTIVE
		CORE	CORE	Compulsory			Compulsory	CORE	NEWS MAJOR			NEWS MAJOR		CORE	
YEAR 2	TRIMESTER 3	CIND1004 Creative Collaborations	CIND2003 Strategic Creativity	DESN2002 Design Thinking and Innovation	ELECTIVE	TRIMESTER 1	ELECTIVE 2000/3000 level	ELECTIVE 2000/3000 level	CMNS3320 Global Trends in Media and Communication	CMNS3150 Podcasting and Radio	TRIMESTER 2	CIND3000 Entrepreneurship	CMNS3333 Multiplatform Journalism	CMNS3470 Data Visualisation in Journalism	ELECTIVE 2000/3000 level
		CORE	CORE	CORE					NEWS MAJOR	NEWS MAJOR		CORE	NEWS MAJOR	NEWS MAJOR	

PROGRAM PLAN

BACHELOR OF COMMUNICATION

PROGRAM OPTION:

Single Major:
Public Relations

START DATE:

Trimester 3, 2019

LOCATION:

Singapore

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