ALL ABOUT BACHELOR OF COMMUNICATIONS

This course offers the chance to develop skills and knowledge in two or more related fields of study at the intersection of media, business, design and new communications technologies. It offers contextual study of history, theory, ethics and criticism of the various practices, institutions and discourses in media communication and information. Foundation skills and knowledge for work in corporate media and information field is provided with considerable breadth of expertise.

- Corporate Screen Production + Journalism/Public Relations/Marketing/Web Media
- Journalism + Public Relations/Marketing/Web Media

ENTRY REQUIREMENTS
- A-level or equivalent
- IELTS: Overall 6.5 (no individual band below 6.0)
- Matriculation/Foundation CGPA - 2.0
- India/Pakistan – 65%
- WAUFP (CPS) - 53
- HKDSE – 15
- Ontario Gr 12 (best of 6) & CPU – 60
- UEC (best of 5 selected) - 15
- STPM/ A-Levels (best 0f 3) - 5

CAREER OPPORTUNITIES
- Media Advisor, Web Designer, Developer, Writer or Editor, Copywriter
- Manager, Online Marketer, Digital Content Creator, Marketing Officer, Social Online Writer, Internet Analyst, Web Communications Consultant, Website Editor, Video Editor, Scriptwriter, Graphic Designer, Internet Project Manager,
- Filmmaker, Cameraperson, Producer, Production Designer, Cinematographer, Editor, Video Editor; Scriptwriter; Graphic Designer; Internet Project Manager; Online Writer; Internet Analyst; Web Communications Consultant; Website Manager; Online Markets; Digital Content Creator; Marketing Officer; Social Media Advisor; Web Designer; Developer; Writer or Editor; Copywriter

Bachelor of Communications Streams

CORPORATE SCREEN PRODUCTION
This stream teaches you the skills and concepts of corporate video production. When taken in combination with the other elements of the Bachelor of Communications, the Corporate Screen Production stream will provide you with the ability to use the technologies of video production to understand the planning and implementation of corporate production projects.

MARKETING
This stream introduces the key skills and knowledge needed for successful marketing. It provides students with an understanding of marketing principles, consumer behaviour and a range of speciations in marketing including international and internet marketing.

PUBLIC RELATIONS
This stream, available as part of the Bachelor of Communications, has enjoyed an outstanding reputation over many years for preparing students with the skills understanding and professionalism necessary for a career in the media industry. You will learn both the professional aspects of journalism practice and the theoretical understanding of media law and regulation, the history of communications, and ethical and social issues.

JOURNALISM
This stream covers journalism theory and practice through print, broadcast and online media, including learning the legal and ethical conditions under which journalism is practised. When taken in combination with the other elements of the Bachelor of Communications this stream provides students with the ability to communicate effectively, produce news and current affairs material for print and electronic media, and understand how contemporary news media operate.

WEB MEDIA
This stream provides a pathway to a career in the expanding field of web-based media and communications, from website creation to online community management. The stream emphasises social media and networking, and units combine practical components with care concepts to give you the necessary understanding and skills you need in the online environment.

Course Structure

Bachelor of Communications

YEAR 1 AND YEAR 2

- Academic and Professional Communications
- Culture to Cultures
- Web Communication
- Introduction to Screen Industries
- Engaging Media
- Design Computing
- Introduction to Journalism (Writing)
- Consuming Culture
- Asian Media in Transition

YEAR 2 AND YEAR 3 (PUBLIC RELATION STREAM)

- Reflective Practice
- Public Relations Planning and Evaluation
- Public Relations Techniques
- Public Relations in Society

YEAR 2 AND YEAR 3 (MARKETING STREAM)

- Discovering Marketing
- Consumer Behaviour

YEAR 2 AND YEAR 3 (JOURNALISM STREAM)

- Discovering Journalism - Broadcast
- Media Writing and Reporting
- Online Games, Play and Gamification

YEAR 2 AND YEAR 3 (WEB MEDIA STREAM)

- Writing on the Web
Why Communications at Curtin Malaysia?

- The course is technology centered and gives students real opportunities to work with commercial-level equipment and produce real work for print, film & TV.
- The course provides ample opportunities for practical learning and exposure to industry practices.
- You will learn broad knowledge in communications, but also specialised knowledge and skills in your two chosen streams.
- The course flexibility means you can usually change streams without adding extra time to your degree.
- Students can build their portfolio of work experience and meet industry professionals. Academic staff also maintain close contact with industry ensuring the course is at the cutting edge.
- The Media and Communication Department has state-of-the-art facilities such as soundproof editing suites, Radio Conti, Cinema Lite, lecture rooms and many more.
- You'll develop industry-ready skills by using commercial level equipment to produce work for print, radio, television and online media.

Corporate Screen Production Stream

- Introduction to Screen Creativity
- Introduction to Screenwriting
- Creative Documentary and Actualities
- Transmedia Narrative
- Transmedia Production

Marketing Stream

- Discovering Marketing
- Consumer Behaviour
- Marketing Research
- Corporate Marketing Strategy
- Service Marketing
- Marketing Across Borders
- Retailing and E-Commerce

Public Relations Stream

- Public Relations in Society
- Public Relations Techniques
- Transmedia Storytelling
- Public Relations Planning & Evaluation
- Contemporary Practice
- Cross-Cultural Communication
- Reflective Practice

Web Media Stream

- Web Media
- Digital Culture and Everyday Life
- Writing on the Web
- Online Games, Play and Gamification
- Social Media, Communities and Networks

Recommended Electives

- People and Culture of Borneo
- Borneo in Transition-Continuity and Change
- Borneo & The Global Economy
- Borneo Eco-Systems & Resources

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