Master of Mass Communication

Presented by
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WKWSCI

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Programme Objectives

• Tailored to help prepare working professionals who are gearing towards leadership positions within the industry

• Offers executive level of knowledge in communication management, planning, and policy with a strong and focused emphasis on Singapore and Asia

• Provides advanced learning for current and future communication and media professionals
Why Wee Kim Wee?

• Knowledgeable faculty

• Seminar-style learning

• Emphasis on class participation and group work

• Excellent library located in our school building with helpful librarians

• Professional development workshops – resume writing, academic writing, grooming for professional success
Why Choose MMC with Wee Kim Wee?

• Integration of theory and practice

• Breadth of specialized courses and areas that serve students with broad backgrounds

• Foster critical thinking

• Up-to-date curriculum

• Cutting-edge technology and equipment to prepare the frontier of industry trends
Programme Duration

<table>
<thead>
<tr>
<th>Mode</th>
<th>Minimum</th>
<th>Maximum</th>
<th>No. of courses per semester</th>
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<tbody>
<tr>
<td>Full-time</td>
<td>1 years</td>
<td>2 years</td>
<td>Up to 5 courses</td>
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<tr>
<td>Part-time</td>
<td>2 years</td>
<td>4 years</td>
<td>Up to 3 courses</td>
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Programme Structure - Two Areas of Focus

Strategic Communication

• Ways in which organisations communicate to accomplish their goals

Media Studies

• Examine the roles and impact of both traditional mass media and new media on individuals, organisations and society, with an emphasis on analytical rather than on media production skills
<table>
<thead>
<tr>
<th>Core Courses</th>
<th>General Elective Courses</th>
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<tbody>
<tr>
<td>A6301 Communication, Technology &amp; Society</td>
<td>A6321 Media Management</td>
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<td>A6302 Communication Research</td>
<td>A6322 Media &amp; Marketing</td>
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<td>A6303 Media Law, Ethics &amp; Policy</td>
<td>A6325 Public &amp; Promotional Communication Issues &amp; Strategies</td>
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<td>A6326 Campaign Design, Implementation &amp; Evaluation</td>
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<td>A6330 Public Opinion &amp; Persuasion</td>
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<td>A6337 Strategic Advertising Management</td>
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<td>A6339 Strategic Public Relations Management</td>
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<td>A6341 Mobile Communication &amp; Society</td>
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<td>A6343 Television Studies</td>
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<td>A6344 Convergent New Media: Challenges &amp; Opportunities</td>
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<td>A6345 Special Topic: Film &amp; Media Studies</td>
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<td>A6348 Issues in Interactive Advertising</td>
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<td>A6349 Managerial Seminar in Corporate Communication</td>
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<td>A6357 Emerging Communication &amp; Information Technologies</td>
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<td>A6911 Independent Study for Mass Communication</td>
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<td>CI6221 Information Visualization#</td>
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<td>H6750 Social Media Analytics#</td>
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<td>K6312 Information Mining and Analysis#</td>
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*Note: Courses offered are subject to availability of instructors  
# Cross-listed Course*
Programme Structure – Option of Study

‘Coursework Only’ Option

- 10 Courses
  - 3 Core Courses
  - 7 General Elective Courses

‘Coursework & Dissertation’ Option

- 8 Courses + Dissertation
  - 3 Core Courses
  - 5 General Elective Courses
  - Dissertation (equivalent to 2 courses)

- Students may take up to 3 courses from other Master’s programmes subject to approval
Programme Structure – Suggested Study Pathways

Full-time Students

Semester 1
- 2 Core Courses
- 3 General Elective Courses

Semester 2
- 1 Core Course + 4 General Elective Courses
- OR
- 1 Core Course + 2 General Elective Courses + Dissertation

- Average completion time 2-3 semesters depending on study option and individuals’ schedule
Programme Structure – Suggested Study Pathways

Part-time Students – ‘Coursework Only’ Option

**Semester 1**
- 2 Core Courses

**Semester 2**
- 1 Core Course +
- 2 General Elective Courses

**Semester 3**
- 3 General Elective Courses

**Semester 4**
- 2 General Elective Courses
Programme Structure – Suggested Study Pathways

Part-time Students – ‘Coursework & Dissertation’ Option

- **Semester 1**
  - 2 Core Courses

- **Semester 2**
  - 1 Core Course + 2 General Elective Courses

- **Semester 3**
  - 3 General Elective Courses

- **Semester 4**
  - Dissertation

- Average completion time 4-5 semesters depending on study option and individuals’ schedule
Instructional Methods

• Class timings
  – Weekday: 3 hours per course (day or night); night classes are from 6.30pm to 9.30pm
  – Saturday: Full day (10.00am to 5.00pm)

• Mode of Delivery
  – Lectures
  – Class activities (term paper, research paper, written reports, essays, articles, case studies, quizzes, individual and/or group projects, assignments, presentation and so on)

• Course Assessment and Grading
  – Some courses do not have an examination component and are 100% continual assessment (CA) based
  – CA can constitute group and/or individual activities
  – Courses with examination component are assessed using a combination of a final examination (usually 50% to 60% weightage) and CA (usually 40% to 50% weightage)
Admission Requirements

• A good Bachelor's degree in communication studies or its equivalent from a recognised university, and at least one year of relevant working experience.

• A good Bachelor's degree in other fields of study from a recognised university, and at least two years of relevant working experience.

• In addition, foreign students from Universities whose medium of teaching is not in English, an English proficiency test e.g. TOEFL, IELTS, etc. is required:
  - Minimum TOEFL score: 600 (paper based), 250 (computer-based), 100 (Internet-based)
  - Minimum IELTS score: 7.0
Master of Mass Communication (MMC) Scholarship

• Tuition fee waivers for the **TOP TWO** students every semester based on the Term Grade Point Average (TGPA)

• The awardees must have done minimum 3 courses in the given semester

• Graduating students and students who have previously been awarded are not eligible for the scholarship
What Our Graduates Do

- Corporate Communications Manager/Director/Executive
- Communications & Events Manager/Director/Executive
- Communications & Outreach Manager/Director/Executive
- Account Manager/Director/Executive
- Brand & Marketing Manager/Director/Executive
- Branding & Promotions Manager/Director/Executive
- Media & Communications Manager/Director/Executive
- Publicity Manager/Specialist/Executive
- Social Media Manager/Director/Executive