

Bachelor of Communication (Professional Communication) programme, Full-Time

Programme Structure					Qualification Category - Study Plan			
Year of Study	Term	Duration	Module Code/ Name		Credit Points	A	B	C
1	1	Jul - Oct	COMM2286	Mass Media in Asia	12	✓	x	x
			COMM2282	Modern Asia	12	✓	x	x
			COMM2283	Foundations of Public Relations	12	✓	x	x
			MKTG1315	Introduction to Advertising	12	✓	x	x
	Intensive	Nov - Dec	COMM2732	Making Media	12	✓	x	x
			COMM2729	Features and Storytelling	12	✓	x	x
	2	Jan - Apr	GRAP2504	Creative Advertising	12	✓	✓	x
			COMM2279	Managing a Communication Business	12	✓	x	x
			COMM2733	Professional Communication: Contemporary Approaches to Media and Communication	24	✓	✓	x
	Intensive	May - Jun	COMM2731	Interdisciplinary Communication Project	12	✓	✓	x
COMM2287			Asian Cinemas	12	✓	x	x	
2	3	Jul - Oct	COMM2294	Communication Strategy and Planning	12	✓	✓	x
			COMM2278	New Media, New Asia	12	✓	✓	x
			COMM2728	Contemporary PR Research	24	✓	✓	x
	Intensive	Nov - Dec	GRAP2693	Art Direction	12	✓	✓	✓
			GRAP2694	Copywriting	12	✓	✓	✓
	4	Jan - Apr	COMM2444	Exploring Asian Popular Culture	12	✓	✓	✓
			COMM2490	Client Management	12	✓	✓	✓
			COMM2730	Influence and Impact in Public Relations	24	✓	✓	✓
	Intensive	May - Jun	COMM2727	Professional Communications Studio	24	✓	✓	✓

Modules are either fully taught by RMIT lecturer or co-taught by both RMIT and Singapore-based lecturers subjected to course offering for the semester.

Updated as at 22 Jun 2018