

# BACHELOR OF COMMUNICATION PROFESSIONAL COMMUNICATION

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# WELCOME MESSAGES



Gain a **Global Edge at SIM GE** for the global workplace in the future economy

Welcome to SIM Global Education (SIM GE) – A global campus with over 10 top-ranking international universities from the UK, the US, Europe and Australia. As a premier institution of higher learning, we are a gateway to the world with a wide range of academic programmes to choose your ideal learning pathways from.

SIM GE is the global education arm of the Singapore Institute of Management (SIM Group) which was an initiative started in 1964 by the Economic Development Board to support Singapore's industrialisation. As one of the largest and leading private educational institutions in Singapore, we take pride in our reputation for quality academic standards and a vibrant student experience.

At SIM GE, we are committed to delivering a holistic education to empower individuals in their

respective fields and communities. We also aim to inspire passion in them to excel and to strive for bigger goals.

In today's fast-changing world, the ability to adapt and evolve will give you an edge. With our multicultural learning environment and diverse campus life, you will gain the skills, knowledge and insights you need to be career ready. These will enable you to gain a Global Edge as you make your mark in the global workplace of the future.

I invite you to come and be a member of our community, and discover how, like them, you can fulfil your aspirations by embarking on an exciting educational journey with us.

**Dr Lee Kwok Cheong**  
*Chief Executive Officer*  
SIM Global Education



RMIT is ranked among the world's **top universities** for Communication and Media Studies

The global professional communication industry is highly competitive and ever-changing, with practitioners succeeding because of interdisciplinary, intercultural, creative and leadership skills.

RMIT's School of Media and Communication meets this global industry challenge by nurturing work-ready graduates who can easily work in media and communication roles such as professional communicator, corporate and government communicator, account service manager, creative services manager and media producer.

RMIT is ranked among the world's top 100 universities for Communication and Media Studies in the 2018 QS World University Rankings by Subject.

RMIT is excited to bring the Professional Communication programme to SIM Global Education. Offered in Melbourne, Vietnam and Singapore, Professional Communication is the University's flagship global and interdisciplinary communication degree that focuses on practice-led, project-based learning.

At SIM GE, your coursework will offer a unique opportunity to engage in professional training that meets the demands of the contemporary media and communication industries.

**Professor Lisa French**  
*Dean, School of Media and Communication*  
RMIT University

# SIM GROUP



## **SIM Global Education** **A leading private education institution**

SIM Global Education is the global education arm of the Singapore Institute of Management (SIM Group). Founded in 1964 on the initiative of the Economic Development Board to support Singapore's industrialisation, the SIM Group also offers its educational and training services through three other brands: SIM International Academy (SIM IA), SIM Professional Development (SIM PD) and Platform E.

SIM Global Education (SIM GE) offers quality overseas academic programmes awarded by top-ranking and reputable universities. SIM GE's approach towards a holistic education is to develop students with a global edge for the global workplace with ability and adaptability for employability in the future economy. With over 150,000 alumni and about 19,000 students from over 40 countries, SIM GE is a leading private education institution in Singapore.

THE  
GLOBAL  
EDGE

ABILITY

ADAPTABILITY

EMPLOYABILITY

40  
COUNTRIES

150,000  
ALUMNI

Over 10  
international  
universities,  
1 global  
campus



Scan  
for Virtual  
Campus Tour



## Why Study at SIM GE?

### ▲ AWARD-WINNING INSTITUTION

Top 3 Best Private Institute for eight consecutive years in the annual AsiaOne People's Choice Awards.

### ▲ BOOST EMPLOYABILITY

82.7% of graduates found jobs within 6 months of completing their Bachelor studies.

*Source: SIM GE Graduate Employment Survey 2016/2017*

### ▲ THROUGH-TRAIN PATHWAY

Over 80 full-time and part-time academic programmes through over 10 partner universities at diploma, undergraduate and postgraduate levels.

### ▲ GLOBAL PERSPECTIVES & INSIGHTS

Exposure to diverse cultures and a global network of faculty and peers bring broader perspectives to learning.

### ▲ STUDENT-CENTRIC CAMPUS

Wi-Fi enabled campus with comprehensive facilities for students' academic and recreation needs.

### ▲ VIBRANT STUDENT LIFE

Participate in over 70 student clubs with year-round activities in arts, culture and sports.

### ▲ DEDICATED STUDENT SUPPORT

Support services include academic support at Student Learning Centre, a dedicated Student Services Centre, Student Wellness Centre, and initiatives such as financial assistance schemes and counselling services.

### ▲ BOND-FREE SCHOLARSHIP & BURSARY

Scholarships are available to students who excel in academics, sports or arts.

### ▲ NETWORK FOR SUCCESS

A multitude of learning resources and networking events for students and graduates offered through SIM GE platforms and SIM Membership.

### ▲ ALUMNI ENGAGEMENT

Stay connected even after graduation – benefit from events organised by SIM GE Alumni Office or volunteer your time through mentorship initiatives.

# STUDENT LIFE

## Project 1095

Ability » Adaptability » Employability

**24**  
hours in 1 day...

**365**  
days in 1 year...

**1095**  
days in 3 years...

**Seize the now.**

Make the most of your time  
in SIM GE.

### CAREER DEVELOPMENT

Raise your employability quotient through industry internships or career-readiness initiatives like the Talent Development Programme, Career Chapters and Mentorship Programme offered by Career Connect.

### GLOBAL LEARNING

Gain international exposure through overseas academic exchange programmes, study trips and workshops.

### STUDENT DEVELOPMENT

Sharpen your leadership and social skills or pursue your passion in the arts and sports with more than 70 student councils and clubs available.

### STUDENT CARE

Boost your overall well-being through healthy living and wellness programmes, or learn more from peer mentors at our dedicated Student Wellness Centre.



Grooming achievers outside the classroom



Global exposure and learning opportunities



Career fair offering internships and jobs



# STUDENT LEARNING CENTRE



**The Student Learning Centre (SLC)** is a one-stop centre for student academic support. Boost your academic performance with our SLC resources.

## **PEER-ASSISTED LEARNING (PAL)**

A student-to-student support network that provides academic assistance for selected modules.

## **WORKSHOP SERIES**

Attend complimentary workshops on academic writing, study skills and personal effectiveness to hone effective learning skills.

## **PROFESSIONAL SKILLS**

Develop professional skills that are highly valued by employers through well-structured training programmes.

## **CONSULTATION SERVICES**

Work with our advisors to improve your skills in written and oral presentation.



Peer-Assisted Learning (PAL) in session



Digital Literacy Workshop



The Talking Point Programme

# RMIT UNIVERSITY



RMIT is a global university of technology, design and enterprise. One of Australia's original educational institutions founded in 1887, RMIT University now has 84,000 students.

The University enjoys an international reputation for excellence in professional and vocational education, applied and innovative research, and engagement with the needs of industry and the community.

RMIT has a 5-Star QS ranking for excellence in higher education and is globally ranked among the top 250 universities in the 2018 QS World University Rankings.

Collaborating with industry to provide solutions, new ideas and processes that deliver real outcomes is an integral part of RMIT's teaching, learning and research. This approach means that when entering the international job market, RMIT graduates possess a broad knowledge base, industry-focused skills, and an ability to think critically and creatively.

The University was recognised for excellence in student employability

and career development in the Victorian Government's 2015 International Education Awards, confirming its reputation for producing graduates who are highly valued by employers world-wide.

With three campuses in Melbourne, two in Vietnam, and a centre in Barcelona, RMIT is a truly global university. RMIT also offers programmes through partners in Asia and enjoys research and industry partnerships on every continent.

## **School of Media and Communication**

RMIT's School of Media and Communication is at the forefront of media and communication education, research and practice. The School is committed to building an internationally oriented, industry-relevant and intellectually vibrant community of students, educators, professional media-makers, creative practitioners and communication designers, so that our students will thrive in their chosen areas of expertise. Industry and community connections have been a hallmark of RMIT's value system since the University's inception 130 years ago. The School

of Media and Communication maintains this principle as a key to the success of our teaching programmes, the employability of our graduates and the impact of our research projects.

Our media connections reflect the variety of our programmes and discipline clusters. We have, for example, maintained a mutually beneficial relationship with a Melbourne broadcaster, Triple R, since the station's first transmission in 1976. We have a more recent but equally exciting relationship with SYN FM, operating from a studio situated on campus, and Channel 31.

The School's programmes are wide-ranging but are all focused on making meaning in the contemporary world. They include Communication Design, Games Design, Animation, Music Industry, Screen, Media, Photography, Creative Writing, Public Relations, Journalism, Advertising and Professional Communication. All our programmes are among the most highly sought-after in Australia.



RMIT University's flagship Bachelor of Communication (Professional Communication) degree has attracted international students since the early 1990s.

The School of Media and Communication prepares students to become leaders in the global media and communication industry. Our alumni work in prominent positions in Asia, US, Europe and Australia, and many of our graduates play key roles in business, government and non-governmental organisations at national, regional and international arenas.

RMIT's communication programmes integrate the skills that industry requires with a flexible approach to the technologies which allow information delivery to be increasingly immediate, sophisticated and accessible. Our teaching practices provide students with opportunities to learn by doing in an authentic workplace environment, guided by academic staff who are also leading industry practitioners.

Our specialised expertise in media, journalism, film, television and public relations puts us at the

forefront of the new media landscape. Our students and graduates have won national and international awards in photography, advertising, journalism, public relations, communication design and media.

Students and staff are engaged in meaningful, leading-edge international research and education that aims to understand and solve real-world issues through media and communication.

By launching the Bachelor of Communication (Professional Communication) at SIM Global Education, we continue our tradition of providing students with a professional education experience that offers them a clear pathway into the communication professions.

RMIT's numerous engagements with universities world-wide will enhance our new offering in Singapore. As an international university of technology, design and enterprise, RMIT's global connections will provide an international experience to every student's learning and development.

## Why study SIM-RMIT's Bachelor of Communication (Professional Communication)

### ▲ Accreditation

Fully accredited Australian undergraduate degree

### ▲ Effective Learning

A combination of lectures, case studies, assignments, business simulations, presentations and in-class discussions

### ▲ Excellent Support

Regular visits by RMIT academic staff and stringent standards ensure quality of support and teaching

### ▲ International Network

Connect with the vast network of RMIT alumni; a community of over 39,000 SIM-RMIT graduates alone

### ▲ Practical Curricula

Designed with industry inputs; integration of theory with practice

### ▲ Proven Track Record

Over 30 years of partnership between SIM and RMIT

# BACHELOR OF COMMUNICATION (PROFESSIONAL COMMUNICATION)

## Overview

The Bachelor of Communication (Professional Communication) is an interdisciplinary communication degree designed to provide you with a professional education, including specialist study in advertising and public relations. The programme aims to develop your knowledge of broader communication theories and issues, enhance your professional skills and locate your knowledge and skills within an Asian Media and Culture context.

The programme enables those holding diplomas in communication studies or related fields, as well as school leavers wanting a career in the communications industry, to develop their skills and expertise and ensure industry relevance in their career.

## What you will achieve

The Professional Communication programme provides a combination of practical training in communication and media with in-depth study of a number of selected areas.

There are two strands of modules within the degree:

- Professional and
- Contextual Studies

In the Professional strand, you will undertake foundation modules in advertising, journalism, media and public relations. You will then complete specialist modules in the areas of advertising and public relations. In the Contextual strand, you will undertake a sequence of modules in the humanities discipline Asian Media and Culture.

These modules will assist you to develop an understanding of the application of media and communication in a socio-cultural context.

The programme has been designed to prepare you to work in professional communication in an international context. You will demonstrate a collaborative and professionally informed approach to your work.

As a graduate of this programme, you will be able to:

- Critically analyse and apply a diverse and industry relevant body of knowledge and skills to the field of media and communication in a global context.
- Plan, produce and evaluate innovative content, optimising uses of technology that meets the needs of diverse stakeholders in an international environment.

- Critically analyse, synthesise and reflect on professional communication in both local and international contexts.
- Demonstrate creativity, critical thinking and innovation when identifying and solving problems in diverse contexts within the professional communication field.
- Communicate using diverse formats and strategies to audiences within and external to your discipline.
- Work with others in a range of roles and contexts, demonstrating cultural, environmental and social awareness and ethical and reflective practice.
- Apply initiative and judgment in planning, problem solving and decision making in your practice or future study.
- Identify, evaluate and critically analyse cultural, historical and theoretical practices which contextualise your professional practice and further study.

## Duration and Intake

Category	Duration (months) (Full-time)	Intake
A	24	Jul
B	18	Jan
C	8	Nov

Credit exemptions will be granted to applicants who attain the relevant qualifications. Refer to website for the qualification categories.

Term	Jul to Oct	Nov to Dec (Intensive)	Jan to Apr	May to Jun (Intensive)
Classes	Jul – Mid Oct	Nov – Late Dec	Jan – Mid Apr	May – Late Jun
Break	Mid to end Oct	Late to end Dec	Mid to end Apr	Late to end Jun
Result Release	End Nov	End Jan	End May	Mid Jul

## Modules

- COMM2286 Mass Media in Asia
- COMM2282 Modern Asia
- COMM2283 Foundations of Public Relations
- MKTG1315 Introduction to Advertising
- COMM2732 Making Media
- COMM2729 Features and Storytelling
- GRAP2504 Creative Advertising
- COMM2279 Managing a Communication Business
- COMM2733 Professional Communication: Contemporary Approaches to Media and Communication
- COMM2731 Interdisciplinary Communication Project
- COMM2287 Asian Cinemas
- COMM2294 Communication Strategy and Planning
- COMM2278 New Media, New Asia
- COMM2728 Contemporary PR Research
- GRAP2693 Art Direction
- GRAP2694 Copywriting
- COMM2444 Exploring Asian Popular Culture
- COMM2490 Client Management
- COMM2730 Influence and Impact in Public Relations
- COMM2727 Professional Communication Studio

*Modules are either fully taught by RMIT lecturers, Singapore-based lecturers or co-taught by both RMIT and Singapore-based lecturers.*

Refer to SIM GE website for detailed programme structure and module outlines.

## Learning Approach

In this programme, students will experience a variety of learning and teaching approaches, in developing the skills of a media and communication professional. Learning and teaching approaches may include lectures with presentations, online components, interactive lessons with case studies, work-integrated learning, self-managed learning activities and other forms of learning approaches which prepare students for their professional practice.

RMIT University also provides an online learning and information portal, myRMIT, accessible at [www.rmit.edu.au/myrmitstudies](http://www.rmit.edu.au/myrmitstudies) for students with a central point of access to online learning resources. myRMIT is an important and valuable communication tool for all students and staff.

Students can log in to myRMIT to:

- access their student email account
- access student information guide
- access online module materials via RMIT's Learning Management System
- view online resources and learning activities created by lecturers
- view results (via the Enrolment Online link)
- collaborate with RMIT University lecturers and fellow students

Students are encouraged to access myRMIT regularly to connect with the University.

## Mode of Delivery

Classroom learning comprising:

- Activities
- Exercises
- Lab work
- Lectures
- Online learning
- Self-study
- Group work
- Projects
- Case studies

Each lesson is typically three hours.

## Assessment

- Individual / Group Assignments
- Projects
- Continuous assessment such as:
  - Essays
  - Presentations
  - Literature reviews
  - Online publications
  - Class participation
  - Class test

Assessment vary from module to module, and is not limited to the list above.

## Accreditation

The Bachelor of Communication (Professional Communication) programme is a fully accredited Australian undergraduate university degree.

"The modules I've learnt in SIM-RMIT are applicable to what I do currently. The professors also ensured that lectures were conducted interactively. Listening to the perspectives of my classmates allowed a wholesome experience in class. Case studies were used extensively to facilitate learning, too." (2017)

## Deeshraf Elias

Graduate, Class of 2016

Head of Marketing  
PALO IT



## Career Prospects

Graduates will have the skills, industry-related knowledge and confidence to work in journalism, public relations, newspaper and magazine editing, corporate communication, marketing, management, specialist writing, communication research, market and audience research and other areas related to the communication industries. Graduates may further their studies in the Master of Advertising or the Master of Communication.

## Alumni

Upon successful completion of the Bachelor of Communication (Professional Communication) degree, graduates will be eligible for membership of the RMIT University Alumni. For more information visit

[www.alumni.rmit.edu.au](http://www.alumni.rmit.edu.au)

## Candidature Period

Category	Candidature Period
A	36 months
B	27 months
C	12 months

There will not be any refund or recourse should the student fail to complete the programme within the candidature period.

## Minimum Class Size: 50

In the event that the class cannot commence due to low take-up rate, applicants will be informed within one month before programme commencement.

## Admission Criteria

- 3 GCE 'A' level passes; or minimum of 3 H2 level subjects with a pass or above
- An approved Polytechnic Diploma from any of the local polytechnics; OR
- An approved Diploma or Advanced Diploma from Singapore Institute of Management or other institutions; OR
- An approved Degree from RMIT University or other institutions

For detailed approved listing of local qualifications by RMIT University and information on the requirements for international qualifications, please refer to the SIM GE website.

The list and associated groupings are periodically updated as new diplomas are assessed and existing diplomas are re-assessed or when changes to the content of a diploma occur.

Other qualifications will be considered on a case-by-case basis by the university.

If applicants do not satisfy the university minimum academic entry requirement, they may be able to satisfy the requirement if they can produce evidence of other equivalent qualifications or combination of qualifications and experience as assessed by RMIT University on a case-by-case basis.

## English Language Requirement

- Minimum C or better in General Paper at AS/H1 level or Knowledge & Inquiry at H2 level; OR
- Have successfully studied Singapore Cambridge 'A' levels at a Singaporean high school for at least 2 years and met the academic entry criteria of 3 A/H2 level passes; OR
- Successful completion of a recognised approved Diploma qualification or higher, where the language of instruction was English

For detailed information on the English Language requirements, please refer to our website.

## Programme Fees

Category	Fees
A	S\$44,940
B	S\$29,960
C	S\$14,980

*Fees are inclusive of prevailing GST and payable in instalments. The amount of each instalment is dependent on the number of credits undertaken for each term. Fees do not include textbooks. Please refer to the SIM GE website for the latest fees.*

# APPLICATION AND ADMISSION

## How to Apply

Visit [www.simge.edu.sg/ge/how-to-apply](http://www.simge.edu.sg/ge/how-to-apply) for the application process, list of required supporting documents, documents verification process and more information.

For an international applicant applying to a full-time programme, you must submit an online Student's Pass (STP) application form. Your Student's Pass application is subjected to approval of the Singapore Immigration & Checkpoints Authority (ICA).

## Application Fees

An application fee is payable for each application form that is submitted. This fee (inclusive of the prevailing GST) is non-refundable and non-transferable. The fee will be fully refunded only if the intake does not commence. Unpaid applications will not be processed.

Payment Mode: MasterCard/Visa credit cards or eNETS

Application Fees	Local applicants	International applicants
	S\$96.30	S\$321.00*

*\*This does not include all fees related to Student's Pass application.*

## Private Education Act

Under the Private Education Act, legislated in December 2009, a Council for Private Education (CPE) was set up to regulate the private education industry in Singapore. From 03 October 2016, the Council for Private Education became part of a new statutory board - SkillsFuture Singapore (SSG). Under the new structure, the SSG Board appointed the Committee for Private Education (CPE) to carry out its functions and powers relating to private education under the Private Education Act.

All Private Education Institutions (PEIs) are required to comply with the regulations under the Act in order to continue operations.

Following are the requirements which Singapore Institute of Management Pte Ltd (SIM PL) has put in place:

## PEI-Student Contract

CPE, in aiming to enhance the confidence of students and their parents in the quality of education in Singapore, has stipulated that all PEIs must sign a PEI-Student Contract with students. The contract sets out the terms and conditions governing the relationship between the student and PEI. SIM PL will honour all terms and conditions in the contract and in all communication materials.

Students may request for a copy of the PEI-Student Contract from SIM PL or view it on the CPE website ([www.cpe.gov.sg](http://www.cpe.gov.sg)).

## Cooling-Off Period

There will be a cooling-off period of 7 working days after signing the PEI-Student Contract. Students have the right to cancel the contract within the 7 working days and be refunded the highest percentage of the fees already paid if the students submit written notice of withdrawal to SIM PL within the cooling off period (refer to Clause 2.3 of PEI-Student Contract). After the cooling-off period, SIM PL's refund policy will apply.

## Fee Protection Scheme

SIM PL adopts a mandatory Fee Protection Scheme (FPS) to protect the paid fees of both local and international students. The FPS serves to protect the student's fees in the event that the PEI is unable to continue operations due to insolvency, and/or regulatory closure. In addition, the FPS protects the student if the PEI fails to pay penalties or return fees to the student arising from judgments made against it by the Singapore courts.

SIM PL has appointed Etiqa Insurance Pte. Ltd. and Lonpac Insurance Bhd as our FPS insurance providers. Under the FPS insurance scheme, students' fees will be insured by the FPS insurance providers pre-assigned by SIM PL. In case of events as stated above, students will be able to claim their paid fees from the respective FPS insurance provider.

More details of the FPS can also be found in the FPS Instruction Manual, available at [www.cpe.gov.sg](http://www.cpe.gov.sg).

## Medical Insurance

SIM PL has in place a group medical insurance scheme for all its students. This medical insurance scheme will have a minimum coverage as follows: an annual coverage limit of S\$20,000 per student, covers up to B2 ward in government and restructured hospitals and provides for 24 hours coverage in Singapore and overseas (if student is involved in SIM PL-related activities) throughout the course duration.

For more information on medical insurance, visit: [www.simge.edu.sg/ge/medicalinsurance](http://www.simge.edu.sg/ge/medicalinsurance)

## Refund, Course Transfer, Leave of Absence and Withdrawal Policies

For refund, course transfer, leave of absence and withdrawal policies, please refer to [www.simge.edu.sg/ge/refund](http://www.simge.edu.sg/ge/refund)

## Confidentiality

SIM PL is committed to maintaining the confidentiality of the student's personal information and undertakes not to divulge any of the student's personal information to any third party without the prior written consent of the student SUBJECT TO the obligation of SIM PL to disclose to any Singapore government authority any information relating to the student in compliance with the law and/or to the organisation conferring/awarding the qualification.

[www.simge.edu.sg](http://www.simge.edu.sg)

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This brochure contains key information, accurate as at time of print on 6 July 2018. For the most updated and complete corporate and programme information, refer to our website at [www.simge.edu.sg](http://www.simge.edu.sg). SIM and RMIT University reserve the right to change the information, including fees, herein at any time



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