



Curtin University

Dubai

BACHELOR OF ARTS

MASS COMMUNICATION

This wide-spanning and flexible degree will prepare you for a career across many areas in the rapidly expanding field of digital media and corporate communication.

This course will provide you with key technological skills and knowledge, as well as an understanding of the issues and debates that concern media, communication and information in the world today. In your first year, you will be introduced to the different areas that make up mass communication. In your second and third years you will be introduced to the two streams in which you will specialise: Web Media and Marketing.

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 core concepts to give you the necessary understanding and skills you need in the socially productive and culturally rich online environment.

Marketing

Marketing is one of the most important functions in building and maintaining a successful business. It's a dynamic area that involves differentiating the firm from its competitors and persuading the target market to purchase its products or services. In this stream, you will understand and apply marketing principles within specialised areas of marketing. These areas include international marketing, marketing research, services marketing, consumer behaviour, retail marketing and internet marketing.

Career opportunities:

This course can help you become a/an:

- Copywriter • Web designer/developer • Social media advisor
- Web writer • Web editor • Marketing officer
- Market researcher • Events coordinator • Product manager

Make tomorrow better.

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COURSE ESSENTIALS

BACHELOR OF ARTS (MASS COMMUNICATION) IN WEB MEDIA & MARKETING

Indicative cut-off scores	GCE A-Levels: 5 points (best of 3 subjects) IB: 24 points India: CBSE/ICSE- 60% Pakistan: 75%
English language requirements	IELTS overall band score of 6.5 with a minimum of 6.0 in each band, or equivalent
Duration	3 years full-time
Intake	January and September
Total tuition*	AED 162,000 or USD 44,385

*All fees indicated are subject to 5% UAE VAT.

COURSE STRUCTURE

YEAR 1 TEACHING PERIOD 1	YEAR 1 TEACHING PERIOD 2
Discovering Marketing	Web Communications
Culture to Cultures	Engaging Media
Academic & Professional Communication	Digital Design Process
Introduction to Print	Introduction to Screen Practice OR Writing Rhetoric and Persuasion
YEAR 2 TEACHING PERIOD 1	YEAR 2 TEACHING PERIOD 2
Asian Media in Transition	Writing on the Web
Consuming Culture	Social Media, Communities and Networks
Consumer Behaviour	Integrated Marketing Communications
Digital Culture & Everyday Life	1 Elective Unit
YEAR 3 TEACHING PERIOD 1	YEAR 3 TEACHING PERIOD 2
Web Media	The Digital Economy
3 Elective Units	3 Elective Units

ABOUT CURTIN UNIVERSITY

Curtin University is an innovative, global university, with campuses in Australia, Dubai, Singapore and Malaysia. We are known for our high-impact research, strong industry partnerships and commitment to preparing students for the jobs of the future.

Curtin is ranked in the top one per cent of universities worldwide in the Academic Ranking of World Universities 2017. We are also placed 22nd in the world for universities under 50 years of age in the QS Top 50 Under 50 2017-2018 Rankings, and have been awarded 5 stars for excellence in the QS Stars University Ratings for 2017.

CONTACT US:

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