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 on 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.

**ABOUT CURTIN UNIVERSITY**
Curtin University is an innovative, global university, with campuses in Australia, Dubai, Singapore, Malaysia and Mauritius. 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 2018. We are also ranked 20th in the world for universities under 50 years of age in the QS World University Rankings 2019.

QS World University Rankings by subject 2019:
- Top 150 – Communication and Media Studies

**A TRULY GLOBAL EXPERIENCE**
You have the opportunity to pursue any one teaching period at our campus in Perth with no increase in tuition. You can also pursue the 2-week On Country Program in Perth, equivalent to a 25-credit point unit.
## COURSE ESSENTIALS

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

<table>
<thead>
<tr>
<th>Indicative cut-off scores</th>
<th>GCE A-Levels: 5 points (best of 3 subjects)</th>
<th>IB: 24 points</th>
<th>India: CBSE/ICSE - 60% HSC - 65%</th>
<th>Pakistan: 75%</th>
</tr>
</thead>
<tbody>
<tr>
<td>English language requirements</td>
<td>IELTS overall band score of 6.5 with a minimum of 6.0 in each band, or equivalent</td>
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<tr>
<td>Duration</td>
<td>3 years full-time</td>
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<tr>
<td>Intake</td>
<td>January, May and September</td>
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<tr>
<td>Total tuition*</td>
<td>AED 170,100 or USD 46,603</td>
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</tbody>
</table>

*All fees indicated are inclusive of 5% UAE VAT.

## COURSE STRUCTURE

### YEAR 1 TEACHING PERIOD 1
- Academic and Professional Communication
- Culture to Cultures
- Introduction to Screen Writing
- Web Communications

### YEAR 1 TEACHING PERIOD 2
- Engaging Media
- Digital Culture and Everyday Life
- Writing Rhetoric and Persuasion
- Discovering Marketing

### YEAR 2 TEACHING PERIOD 1
- Consuming Culture
- Introduction to Journalism
- Retail Marketing and Distribution
- Consumer Behaviour

### YEAR 2 TEACHING PERIOD 2
- Writing on the Web
- Social Media, Communities and Networks
- Asian Media in Transition
- Introduction to International Business

### YEAR 3 TEACHING PERIOD 1
- Web Media
- Online Games, Play and Gamification
- Digital Communications Management
- 1 Elective Unit

### YEAR 3 TEACHING PERIOD 2
- The Digital Economy
- Service Marketing
- Strategy Marketing
- International Marketing

*These are example progressions. Order of units depends on intake period.*

## 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

**CONTACT US:**

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