



Curtin University

Dubai

BACHELOR OF COMMUNICATIONS

WEB MEDIA AND MARKETING

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 2019. We are also ranked 21st in the world for universities under 50 years of age in the QS World University Rankings 2020.

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.

Make tomorrow better.

www.curtindubai.ac.ae

COURSE ESSENTIALS

BACHELOR OF COMMUNICATIONS IN WEB MEDIA & MARKETING	
Indicative cut-off scores	GCE A-Levels: 5 points (best of 3 subjects) IB: 24 points India: CBSE/ICSE - 60% HSC - 65% 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, May** and September
Total tuition*	AED 170,100 or USD 46,603

*All fees indicated are inclusive of 5% UAE VAT. ** May is not a standard progression.

COURSE STRUCTURE

Culture to Cultures	Social Media, Communities and Networks
Academic and Professional Communications	Onlines Games, Play and Gamification
Discovering Marketing	Asian Media in Transition
Intro to Global Business	Managing Social Media Platforms [Elective]
Intro to Journalism - Writing	Web Media
Web Communications	Retailing and E-Commerce [Elective]
Engaging Media	Marketing Across Borders
Consumer Behaviour	Services Marketing
Writing on the Web	Corporate Marketing Strategy
Consuming Culture	Digital Marketing Strategy [Elective]
Marketing Research	Digital Culture and Everyday Life
Writing, Rhetoric and Persuasion	Strategic Career Design [Elective]

*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:

CURTIN UNIVERSITY DUBAI

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Published by Curtin University Dubai 2020.

CRICOS Provider Code 003011

