



Curtin University

Dubai

Bachelor of Communications

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

This course will provide you with 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 theory and practical examples to give you the necessary understanding you need in the rapidly changing and highly competitive 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 learn and apply marketing principles with a focus on digital marketing.

ABOUT CURTIN UNIVERSITY

Curtin University is an innovative, global university, with campuses in Australia, Dubai, Singapore, Malaysia, Colombo, 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 (ARWU) 2022. We are also ranked 193rd in the world for universities by the QS World University Rankings 2023 (QSWUR).

QS World University Rankings by subject 2023:

- Top 200 – 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 AND MARKETING

Indicative cut-off scores	GCE A-Levels: 5 points (minimum 2 subjects) IB: 24 points India: CBSE/ICSE - 60% HSC - 65% Pakistan: 75%
English language requirements	12th CBSE - 60% IGCSE English Language and Literature - C IB - 4 IELTS 6.0, with no band less than 6.0 or equivalent
Duration	2 years (6 trimesters) or 3 years (6 trimesters)
Intake	January, May**, and September
Total tuition*	AED 170,100 or USD 46,350

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

COURSE STRUCTURE**

Academic and Professional Communications	Writing on the Web
Culture to Cultures	Social Media, Communities, and Networks
Web Communications	Online Games, Play, and Gamification
Engaging Media	Consumer Behaviour
Introduction to Journalism - Broadcast	Managing Social Media Platforms
Discovering Marketing	Marketing Across Borders
Writing, Rhetoric, and Persuasion	Marketing Intelligence
Media, Culture, and Consumption	Digital Marketing Strategy
Asian Media in Transition	Corporate Marketing Strategy
Media and Communications Capstone	Services Marketing
Digital Culture and Everyday Life	Retailing and E-Commerce
Web Media	

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

** As core units may be offered in the May trimester, it is not an optional study period.

CAREER OPPORTUNITIES

This course can help you become a/an

- Copywriter
- Market Researcher
- Web Designer/Developer
- Events Coordinator
- Social Media Advisor
- Product Manager
- Web Writer
- Web Editor
- Marketing Officer



Curtin Dubai delivers courses from the Curtin School of Business, which is AACSB accredited.

CONTACT US:

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