



Curtin University

CHARLES TELFAIR
I N S T I T U T E

Think about international education! Choose quality.



Bachelor of Arts

**Mass
Communication**

Do you:

- have a creative edge?
- want to learn about all the different forms of mass media, from the Internet to TV to magazines?
- have strong oral and written communication skills?
- want to work in a challenging and dynamic field?
- Dream about turning your passion into your profession?

If most or all of the above sound familiar, then a career in Mass Communication may be a ticket for the job you will enjoy waking up to everyday.

What does the course entail?

The Mass Communication course will teach you a wide range of essential skills such as marketing communications, radio and TV production, journalism, digital media, advertising and public relations.

As a mass communications major, you will examine questions like:

- How do TV, newspapers, and other forms of mass media shape our lives?
- What influence do advertisers have on the choice of music played on the radio?

You will study communication and information and analyse different forms of media, from its institutions, history and laws to the impact media has on our culture.

Why should I study for a Mass Communication Degree at Charles Telfair Institute?

We can think of five good reasons:

Costs: CTI offers you the opportunity of benefiting from the international standard of Curtin University without leaving Mauritius. Think of the cost saving!

Internationally recognised degree: At CTI you will obtain a tertiary degree that will be recognised worldwide and which is bound to offer you endless possibilities for your future career.

Campus: The CTI Library on campus has access to the latest resources, is a Wi-Fi zone and has printing facilities. As a Curtin student you will also have access to Oasis, the Curtin University Online library which contains no less than 3,000 books or e-Learning material. There is also a large Auditorium in a Wi-Fi zone, a great place to study with your friends.

Tutors: The tutors at CTI are experts in their fields and are actively involved in the industry. Many are from our 15 shareholders who are all this country's business leaders. Throughout your course you will be encouraged to participate in industry-based competitions and events. Moreover, at the end of your course you will have the opportunity of participating in a showcase where members of the industry will be present to provide precious feedback on your work.

Practicality: Curtin University degrees are renowned for being practical and are continually adapted to meet the demands of the industry. You will thus have the opportunity of carrying out work internships during the course of your degree.

career possibilities?

- Public Relations Officer
- Market Researcher
- Journalist
- Photographer
- Freelance Designer
- Copywriter
- Public Relations Consultant
- Communications Officer
- Filmmaker
- Cinematographer
- Web Communications Consultant
- Website Manager
- Marketing Officer

What will I study? Course Structure

COMPULSORY STREAM: MEDIA, CULTURE AND CREATIVE ARTS (5 UNITS)

Engaging Media 104
 Making Meanings 103
 Culture to Cultures 102
 Media Studies 216 - Asian Media in Transition
 Consumers, Audiences, Publics and Users 212

STREAM 1: EITHER JOURNALISM OR WEB MEDIA (6 UNITS)

JOURNALISM	WEB MEDIA
Introduction to Print	Web Communications
Introduction to Broadcasting	Internet Communities and Social Networks
Media Law	Web Publishing
Media Ethics	Internet and Everyday Life
Print News	Web Media
Radio News	Internet Commerce and Consumers

STREAM 2: TO BE CHOSEN EITHER FROM MARKETING, PUBLIC RELATIONS, VISUAL COMMUNICATION, PHOTOGRAPHY OR FROM ANY STREAM THAT HAS NOT BEEN CHOSEN BETWEEN WEB MEDIA AND JOURNALISM. (6 UNITS)

SELECT 3 MARKETING OPTIONS	PUBLIC RELATIONS
Marketing Research	Public Relations (Techniques)
Sales Management	Public Relations (Media)
Tourism and Leisure Marketing	Public Relations (Consultancy)
International Marketing	Public Relations (Professional Practice)
Retail Marketing & Distribution	Public Relations (International)
Marketing of Services	VISUAL COMMUNICATION (ADVERTISING)
Strategic Marketing	Brand Identity
Marketing – Professional Practice	Brand Communication
PHOTOGRAPHY	Visual Communication
Design Practice	Design for the Future
Design Photography	SELECT 1 VISUAL COMMUNICATION OPTION
Design Photography	Typography
Visual Communication	Visual Process
Design for the Future	Advertising Design-Brand Identity and Brand
Image Design	

MOREOVER

Other facilities offered at CTI include:

Great sporting facilities which include a soccer field, basketball and volleyball courts

A large car park and a CTI Access Shuttle service which takes students from the main road to the campus and vice versa

A Counselling Service where students can get free and confidential support concerning educational issues, crisis situations, CTI's policies and procedures, or personal matters

A gated and secured campus where students are given an electronic card to gain access to the campus' lecture theatres and classes

What if I wanted to go to Australia to add Value to my degree?

Yes, you can! CTI offers you the possibility of transferring to Curtin University in Perth, Singapore, or Malaysia at any time during the course of your studies. The choice is yours! You can be transferred for a period as short as 1 semester (6 months) or as long as 3 years depending on your financial situation!

Were you hoping to go elsewhere? No problem! Curtin has 90 partner universities located in 20 countries around the world! Choose one of these locations and experience university life in the country of your choice!

Contact our International Coordinators for more information. They will undertake all the necessary procedures and organise your transfer to the chosen campus.

'Lecturers were more than mere lecturers'

NAME: Kusum FULENA

Obtained: BA Mass Communication
Currently: Senior Lecturer at Connecting English and Part Time Lecturer at University of Mauritius in Mass Communication

"My experience at CTI was very enriching and the environment it offered was very competitive and challenging; this is what has geared me up with the required skills for my career. My lecturers were more than mere lecturers and are excellent guide during and after my studies.

I believe that with the new campus at Moka, students will be able to take even more advantage of the professional, international standard one sees there."



What are the minimum Entry Requirements?

- A Levels/HSC
- French Baccaalaureate
- International Baccaalaureate (IB)
- English Requirement

How much will it cost?

- (1) AUD 8,143. – to be paid by bank draft to the order of Curtin University
- (2) Rs 326,240. - payable to the Charles Telfair Institute

Payment facilities are available.

For further information

Please contact the Future Students Centre should you require any information on the course. Our counsellors will be able to guide you and answer any queries you may have.

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Please note that an Information Sheet for this degree is available and includes additional information such as starting dates, length of the programme, mode of payments and registration procedures.