



CHARLES TELFAIR
I N S T I T U T E



Curtin University

BA MASS COMMUNICATION

**WEB MEDIA | JOURNALISM | MARKETING
& CORPORATE SCREEN PRODUCTION**

WHAT IS IT?

A Mass Communication degree prepares you for a career across many areas in the rapidly expanding field of media and communication. It provides you with key technological concepts and debates that concern media, communication and information in the world today. The degree has a strong focus on web media which provides a pathway to a career in the expanding field of web-based media and communication from website creation to online community management.

This course offers the chance to develop skills and knowledge in two or more related fields of study at the intersection of media, business and new communication technologies. It offers contextual study of the history, theory, ethics and criticism of various practices,

institutions and discourses in media, communication and information.

Foundation skills and knowledge for work in the corporate media and information field are provided with considerable breadth of expertise. Students choose two streams out of Corporate Screen Production, Web Media, Journalism and Marketing.

WHY a CURTIN BA MASS COMMUNICATION degree at CTI?

- ✓ **Experience:** CTI's School of Communication has been at the forefront of Education in Media-related and Communication fields for over 15 years
- ✓ **Innovation:** This degree has a strong focus on contemporary communication practices and principles
- ✓ **Showcase Portfolio:** By the end of the course, students will have a comprehensive portfolio of stunning work showcasing their talents to potential employers
- ✓ **Strong practical focus:** The School's state-of-the-art facilities provide students with the necessary resources to produce wide array of audiovisual components
- ✓ **Employability Advantage:** This course helps students develop a comprehensive and unique combination of technical and practical skills in web media, marketing and journalism which is in high demand in the Communication Industry
- ✓ **Industry Network:** A number of teaching staff are currently working in industry; students work on real-world projects and undertake internships in the best Agencies and/or Communication businesses locally or overseas.

CAREER POSSIBILITIES

Filmmaker, Cinematographer, Production Coordinator, Communications Manager, Web Communication Consultant, Media Liaison Officer, Internet Analyst, Internet Project Manager, Market Researcher, Marketing Officer, Journalist, Online Marketer, Digital Content Creator, Editor and Director

GENERAL COURSE STRUCTURE

COMMON CORE UNITS (to be done by all Mass Comm students irrespective of choice of majors)

> Academic and Professional Communications	> Discovering Marketing
> Culture to Cultures	> Introduction to Screen Practice
> Web Communications	> Design Computing 1
> Engaging Media	> Introduction to Broadcast OR Introduction to Print
> Asian Media in Transition	> Consuming Culture

STUDENTS MUST CHOOSE ANY TWO STREAMS COMBINATION BELOW:

1. WEB MEDIA STREAM:

> Digital Culture and Everyday Life	> Writing on the Web
> Web Media	> Online Games, Play and Gamification
> Social Media, Communities and Networks	> The Digital Economy
	Plus one elective unit

2. JOURNALISM STREAM:

> Introduction to Broadcast	> Radio News
OR Introduction to Print	> Media Law
> Media Ethics	> Television News
> Online Journalism	> News Writing and Reporting

3. MARKETING STREAM:

> Consumer Behaviour	> Integrated Marketing Communications
> International Marketing	> Digital Communication Management
> Tourism Marketing	> Internet Marketing
> Services Marketing	

4. CORPORATE SCREEN PRODUCTION STREAM:

> Visualising Complex Ideas	> TV Studio Workshop
> Transmedia Content Creation	> Transmedia Production
> Advertising and Music Video Production	
OR Broadcast Production	Plus two elective units

Upon completion of a BA degree, you can gain entry into CURTIN Masters of International Business

DELIVERY PLAN

Duration:

The programme is run over three years (six semesters)

Starting Dates:

Two intakes per year - February & August

ENTRY REQUIREMENTS

For admission to Curtin, applicants must

/ Satisfy the minimum academic entry requirements

/ Meet the minimum English competency level or

/ Have experience in the field. Recognition of prior learning is assessed on an individual basis.

Please note:

/ Candidates who do not meet all entry requirements can enroll on the CTI *Foundation programme* in order to gain admission to the BA degree

APPLICATION PROCEDURES

/ Students must complete the prescribed application forms available at our Future Student Centre and should submit relevant copies of the following documents:

/ Copies of education qualifications

/ Two passport-size photographs

/ Copy of National Identity Card and Birth Certificate

(The originals of all the above documents for certification purposes are needed)

APPLICATION DEADLINE

/ It is recommended to register at least 5 weeks before the start of Programme. Please call us on 401 6511 or email us onmarketing@telfair.ac.mu

Disclaimer: Please note that CTI/Curtin reserves the right to change the content and method of assessment, to change or alter tuition fees and any unit of study, to withdraw any unit of study which it offers, to impose limitations on enrolment in any unit or program and/ or to vary arrangements for any programme

FOR MORE INFORMATION, PLEASE CONTACT THE FUTURE STUDENTS CENTRE



marketing@telfair.ac.mu



TELFAIR, MOKA, MAURITIUS



(230) 401 6511



(230) 433 3005



www.telfair.ac.mu



Charles Telfair Institute