



Curtin University

Dubai

BACHELOR OF ARTS

MASS COMMUNICATION

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.

Make tomorrow better.

www.curtindubai.ac.ae

COURSE ESSENTIALS

BACHELOR OF ARTS (MASS COMMUNICATION) 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.

COURSE STRUCTURE

YEAR 1 TEACHING PERIOD 1	YEAR 1 TEACHING PERIOD 2
Academic and Professional Communication	Engaging Media
Culture to Cultures	Digital Culture and Everyday Life
Introduction to Screen Writing	Writing Rhetoric and Persuasion
Web Communications	Discovering Marketing
YEAR 2 TEACHING PERIOD 1	YEAR 2 TEACHING PERIOD 2
Consuming Culture	Writing on the Web
Introduction to Journalism	Social Media, Communities and Networks
Retail Marketing and Distribution	Asian Media in Transition
Consumer Behaviour	Introduction to International Business
YEAR 3 TEACHING PERIOD 1	YEAR 3 TEACHING PERIOD 2
Web Media	The Digital Economy
Online Games, Play and Gamification	Service Marketing
Digital Communications Management	Strategy Marketing
1 Elective Unit	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:

CURTIN UNIVERSITY DUBAI

Dubai International Academic City
Block 11, Fourth Floor
P.O. Box 345031, Dubai, UAE
Tel: +971 4 245 2500
Fax: +971 4 243 4218
Email: admissions@curtindubai.ac.ae
Web: www.curtindubai.ac.ae

DISCLAIMER

Information in this publication is correct as at April 2019 but may be subject to change.

In particular, the University reserves the right change the content and/or method of assessment, to change or alter tuition fees of any unit of study, to withdraw any unit of study or program which it offers, to impose limitations on enrolment in any unit or program, and/ or to vary arrangements for any program. This material does not purport to constitute legal or professional advice. Curtin accepts no responsibility for and makes no representations, whether express or implied, as to the accuracy or reliability in any respect of any material in this publication. Except to the extent mandated otherwise by legislation, Curtin University does not accept responsibility for the consequences of any reliance which may be placed on this material by any person.

Curtin will not be liable to you or to any other person for any loss or damage (including direct, consequential or economic loss or damage) however caused and whether by negligence or otherwise which may result directly or indirectly from the use of this publication.

Copyright Curtin University

© Curtin University Dubai 2019.

Except as permitted by the Copyright Act 1968, this material may not be reproduced, stored or transmitted without the permission of the copyright owner. All enquiries must be directed to Curtin University.

Curtin University is an accredited member of AACSB International – the Association to Advance Collegiate Schools of Business.

Published by Curtin University Dubai 2019.

CRICOS Provider Code 003011

