Bachelor of Arts (Honours)

› Mass Communication
› Mass Communication with Advertising
› Mass Communication with Business
› Mass Communication with Public Relations

Full-time Programmes

› Ranked 54th in the Complete University Guide 2013
› Joint Honours programme structure (Direct Honours with dual specialisations)
› 100% assignment-based programme
Welcome,

Northumbria University is a research-rich, business-focused professional university with academic excellence sitting firmly at its core. We are recognised nationally and internationally for the quality of our students and graduates. Testament to this is our recent Queen’s Anniversary Prize for Higher Education, acknowledging the exceptional work of our Student Law Office in Newcastle.

We are ranked fourth in the UK for graduate start-ups and sit firmly in the UK’s top ten for the number of our graduates entering professional employment. 92% of our students are in work or further study within six months of graduation and many of our alumni are acknowledged global leaders in their fields.

Northumbria is international in its reach and students from 135 countries make up our thriving student body. Our main campus is located in the heart of Newcastle Upon Tyne – voted the UK’s best student city three years’ running – and we also work with a number of partner organisations worldwide.

We are pleased to be able to offer you the chance to study for a Northumbria degree in Singapore through our collaboration with Kaplan Higher Education Institute and I wish you well in your studies.
Kaplan Higher Education Academy is part of Kaplan, Inc., a leading international provider of educational and career services for individuals, schools and businesses. Kaplan serves students of all ages through a wide array of offerings, including higher education and professional training. Kaplan, Inc., is a subsidiary of Graham Holdings Company (NYSE: GHC) and its largest division. Today, thousands of students are enrolled in Kaplan Higher Education Academy in Singapore, pursuing full-time programmes that range from diplomas and degrees to Master’s.

Through collaboration with prestigious Australian and European universities, Kaplan offers career-oriented academic programmes designed to provide students with the skills necessary to qualify them for employment in the fields of Accounting & Finance, Business & Management, Communication & Media, Engineering, Hospitality & Tourism Management, Humanities & Social Sciences, Information Technology, Nursing & Allied Health and Legal.

The Kaplan City Campuses

Kaplan is one of the largest private education institutions in Singapore, spanning over 140,000 sq ft, spread over 2 campuses. The campuses are located in the heart of the city, a 10-minute walk away from Dhoby Ghaut MRT Interchange station and within 30 minutes from any part of the island. With a focus on providing students with a conducive study environment, both Kaplan City Campus @ PoMo and Kaplan City Campus @ Wilkie Edge are equipped with state-of-the-art classrooms & computer labs, high-speed wi-fi, study & relaxation lounges, a comprehensive library and easy access to food & beverage outlets on campus.
NORTHUMBRIA UNIVERSITY

About Northumbria University

Northumbria University, Newcastle is a research-rich, business focused university with a global reputation for academic excellence.

Today, Northumbria is internationally renowned for its distinct combination of academic excellence, outstanding experience and responsiveness. Based in the UK's two best cities for students, Newcastle and London, Northumbria is one of the largest universities in the UK with more than 35,000 students from 136 countries.

The university works with 560 employers and 60 professional bodies to help give its students and stakeholders a competitive edge in today’s global marketplace. Northumbria is among the top 10 universities in the UK for the number of graduates entering professional employment, with 92% in work or further study six months after graduation, and is 4th in the UK for graduate start-ups.

The university puts students at the heart of an outstanding experience, with world-leading research and award-winning partnerships driving and informing academic excellence, to make Northumbria a new kind of excellent university.

Rankings and Accreditations

• Ranked Top 25 for Business (The Sunday Times University Guide 2013)
• Ranked 55th in The Guardian University Guide 2013
• Ranked 54th in The Complete University Guide 2013
• Highly rated in the Unistats National Student Survey 2011 with an overall satisfaction rating of 83% (1% above the national average)
• Top 20 UK Choice for International Students (100+ countries represented) (Higher Education Statistics Agency)
• Member of Universities United Kingdom (UUK)
• Member of Association of Commonwealth Universities (ACU)
• “Real world experience permeates much of the curriculum”, as quoted in The Sunday Times University Guide 2012
• “Northumbria attracts some of the best qualified students in the modern university sector”, as quoted in The Sunday Times University Guide 2012
• “Three-quarters of leavers immediately achieve graduate-level jobs... Northumbria’s real world approach appears to be paying dividends”, as quoted in The Sunday Times University Guide 2012

About the Department of Media and Communication Design

The Department of Media and Communication Design sits within the Faculty of Arts, Design and Social Sciences.

We are a community of over 1,000 students and 45 staff committed to leading the way in the study and practical application of new media technologies.

Our work spans all aspects of Media and Communication Design, offering a diverse teaching programme informed by cutting-edge research. The courses on offer include: Mass Communication, Film and Television, Media Production, Journalism, Animation, Motion Graphics, Interactive Media Design, Web Design and Graphic Design.

As a university, Northumbria has over 560 employer partners and we engage with regional, national and international companies to provide our media students with real-world experience, enhancing their graduate CV. We place an emphasis on employability and entrepreneurship and deliver practice-based courses to develop our students’ business, management and teaching skills while creating an outstanding portfolio of work.

Our graduates are currently employed by internationally-recognised companies including Framestore, MPC, Nexus, BBC Digital, AKQA, Browns, Wolff Olins, Design Bridge and Williams, Murray, Hamm.
The Bachelor of Arts (Honours) is a direct honours with dual specialisations programme. It provides students with practical, theoretical and applied understanding of the contemporary global mass communication landscape and its key industries. Students who undertake the programme will gain practical and critical understanding of key developments within mass communication approaches, global media, audiences and approaches to audience research, new media and technology, mass communication production techniques and film/media production, reporting and advertising.

Student can choose to specialise in any of the pathways:
- Mass Communication
- Mass Communication with Advertising
- Mass Communication with Business
- Mass Communication with Public Relations

A typical term is a 4-month period covering 3 units of study. The advantage of this structure is that students enrolled in the programme are able to concentrate on 3 units at a time and complete them on a trimester basis:

**Week 1**
- Introduction

**Weeks 2 to 11**
- Minimum 5 classes per week

**Weeks 13 to 14**
- Assignment Submission

**Weeks 15 to 17**
- Term Break

**Programme Objectives**

The Bachelor of Arts (Honours) is a direct honours with dual specialisations programme.

**Programme Modules**

This Bachelor of Arts (Honours) programme consists of 8 core units and 3 specialisation units. Each unit is supported with 36 contact hours conducted on weekdays, Mon-Fri, maximum 5 times a week (no weekend classes). The student may complete the programme in 16 months.

Students will study the following pathway units based on the specialisation chosen. Please refer to the core and pathway units as below.

**Mass Communication**
- New Media Cultures
- Business and Journalism
- Convergent Communication

**Advertising**
- Advertising: Research and Regulation
- Dynamics of Advertising Campaigning
- Advertising: Brands and Brand Organisation

**Business**
- Doing Business Globally and Internationally
- Global Marketing and Communication
- Cultures and Organisations

**Public Relations**
- Writing Promotional Copy
- Promotional Activity and Management
- Critical Theories in Public Relations

**Core Modules**
- Advertising: Reception and Texts
- Media Culture
- Media Spaces
- Everyday Media
- Mass Communication Industries
- Audiences and Mass Communication
- Mass Communications
- Media Dissertation
Graduation and Recognition

Students who successfully complete the programme will be awarded the prestigious Bachelor of Arts (Honours) Mass Communication / Mass Communication with Business / Mass Communication with Advertising / Mass Communication with Public Relations. The degree will be identical to that awarded to on-campus students of the University. Graduates will be allowed to use the title BA (Honours) after their names.

Presentation ceremonies are held once a year in Newcastle or Singapore. Graduates are encouraged to attend the degree convocation in Newcastle with their families whenever possible.

Programme Management

The BA programme is managed by a professional programme management team at Kaplan Higher Education Academy. The team ensures that in addition to classes, students will receive regular programme newsletters via email, academic support via email/internet and study notes. Programme manager will also provide assistance with scheduling, study group formation, Kaplan City Campus library membership, assignment and examination management, student liaison and organisation, etc.

Career Opportunities

A mass communication degree provides an excellent background for many different career paths. Career opportunities are expanding rapidly- not only in general and specialist areas of traditional news journalism, but in related fields such as public relations, creative writing, advertising, magazine writing, the press office, events management, media administration, media research, publicity and promotion, academia, teaching and the civil service.

Assessment Methods

Each unit will be assessed by class participation, written assignments, project and/or examinations. Assessment methods may vary according to individual unit requirements. This programme is mainly assessed by assignments and is designed to ensure that students are not over burdened with examinations.

The University of Northumbria and Kaplan Higher Education Academy reserve the rights to make amendments to the timetable at their sole discretion or in exceptional circumstances.

Bachelor of Arts (Hons) Mass Communication
UNIT OUTLINE

Core Units

Advertising: Reception and Texts
This unit on advertising looks at the nature of advertising texts and the nature and type of advertising audience reception. The unit outlines different models, theories and perspectives on reception in media studies and applies these directly to advertising. An adapted version of the encoding-decoding model will be the main means of exploring a wide range of ideas associated with advertising and the value systems and decoding strategies that can underpin reception.

The unit will place these firmly within immediate decoding environments such as domestic interiors and outdoor urban experiences. Wider contextual issues will also be addressed. A series of case studies featuring specific advertising campaigns and different environments and contexts will feature in the second part of the unit. Certain advertising features such as the nature of flow in television, cinema and other forms of advertising and the nature of intertextuality will be addressed as they impact on advertising reception.

Media Culture
Technoculture will explore the major trajectories of communication technology, cultural readings of communication technologies and their impact in terms of human communication, technological progression, economics, business, popular culture and cultural human space. Ranging from the telegraph, through television, the rise of the computer, to virtual reality, computer/video games and social broadcast and networking technologies such as YouTube and Facebook, students will engage with a range of communication technologies that have radically impacted upon human culture and communicative practices and which are central to contemporary societies. The unit will also draw upon journalism in relation to technology, most notably in relation to Games technology.

Media Spaces
This unit aims to develop a theoretical understanding of the complex and overlapping spaces in which media are produced and consumed as well as understand the spaces that these media create. Students will engage with a broad range of case studies that highlight how media is produced and consumed in different ways dependent on particular spatial contexts, in a diverse range of practices such as television viewing and video editing for example.

Students will be taught a range of theoretical perspectives on concepts of space and place including Marxism, Post Structuralism and Phenomenology. In turn these will be used to interrogate questionable terms such as ‘virtual’ or ‘cyber’ space and think through concrete alternatives. Students will develop the ability to link these debates to a variety of media such as television, film and videogames.

Everyday Media
This unit aims to critically engage with media objects in an everyday context. The unit will use the concept of “the everyday” to critically interrogate the ways in which people adapt to and subsume media into their daily lives in a naturalistic manner, and the ways in which those forms of media impact on or shape daily life. By employing case studies ranging from weather forecasts to the arrangement of living spaces around media technologies (television, computer, telephone and so forth), this unit will not only engage with the ways in which consumers take media objects “for granted”, but will also raise questions concerning how we go about studying of “the everyday”, introducing students to ethnographic research methodologies and raising debate over the “legitimacy” of cultural studies in an academic context.

Mass Communication Industries
This unit examines mass communications in the context of contemporary practices, trends, developments and trajectories that have developed and are developing within contemporary mass communication industries. The unit takes a distinctive pedagogic approach in that the core of the unit consists of 3 team-taught and research-led symposiums that address a specific debate, development or controversy within the field of mass communication industries (broadcast, digital, advertising) and enable students to acquire a critical, multi-perspective and evaluative grounding in the issues shaping such industries. Complementing and reinforcing the Media staff-led symposiums will be a series of lectures provided by industry guest speakers (from television, radio, advertising and digital/web companies) that will provide practical and state-of-the-art insights into key issues underpinning mass communication operations and developments. Finally, 2 workshop sessions will be based upon students undertaking personal research into salient issues (the front-facing components of Apple stores, the ‘brand’ and customer typology) and research-informed reflexive approaches to social networking technologies.

Audiences and Mass Communication
This unit aims to develop knowledge of social and cultural processes. Much of the focus in communications studies is placed on objects and representations. This unit aims to address the ‘communicative’ aspects of media by focusing on audiences. The unit is primarily concerned with forms of social interaction and modes of cultural practice surrounding media production and consumption, raising issues of power, politics and regulation (in both the policy-based and ideological senses).

The unit aims to develop students’ understanding of how media comes to have meaning only when audiences interact with media objects. Audiences interpret and imbue media objects with meaning; media objects are presented to audiences based on assumptions regarding their usage and their intended meaning; audience’s access to media objects are shaped by contexts of consumption. Each of these elements shape the ways in which communication happens in mass communications. This unit thus aims to develop students’ understanding of the significance of mass communications by addressing audiences, thereby enriching their understanding of how media and culture operate more broadly.

Mass Communications
The unit aims to introduce students to key issues in the study of contemporary mass communication including its historical development, its relationship to individuals, institutions and technology and its recent rapid expansion. The unit will examine core issues in relation to the impact of mass communication on our understanding of global society and culture. Lectures will provide students with key information and contextual frameworks for the understanding of these issues and seminars will offer opportunities for discussion and evaluation. Assessment, based on a 3,400 word assignment, will enable the student to engage critically and reflectively with the material that they have studied in the unit and that which they have independently explored.

Media Dissertation
This unit will be taken by all continuing students pursuing an Honours Undergraduate Degree at NBS. It consists of an individual student led investigation into an applied business (or the named degree) problem or issue. The student must choose and define the topic, research relevant information (either primary or secondary), set that information in the context of an appropriate intellectual framework, draw relevant conclusions, write up and submit the work in approved format, target length of 10,000 words. A support lecture programme and individual dissertation supervisor will be provided.
UNIT OUTLINE

Mass Communication

New Media Cultures
This unit will examine the impact of new technologies on the production and consumption of cultures as well as the specific cultural forms that have emerged around those technologies themselves. The unit will be taught through lectures, seminars and directed learning. Students will be required to produce an essay and an online blog.

Business and Journalism
The unit aims to develop practical skills and a theoretical understanding of business journalism. Students will learn to write text and produce audio across platforms in an industry style environment. They will learn how to report on markets and financial sectors, how to cover businesses, industrial and market sectors effectively and write and produce clearly and concisely. It aims to give students the practical skills to operate as a business journalist within an understanding of the wider context of industry and society expectations. The unit will help develop skills required by industry and teaching will encourage independent learning and production of original work.

By the end of the unit, students will be able to demonstrate a wide range of practical skills and techniques of business journalism and be able to contextualise and reflect upon their work.

Seminars will set the context of the theoretical backdrop of students' work and explain the practical skills required. The workshops will give the students the opportunity to work on practical sessions on how to source, identify, write and produce pieces of business journalism.

Convergent Communication
This unit explores the role of convergence in contemporary processes of mass communication. Through a series of case studies the unit examines how processes of convergence are shaping and altering business and entertainment practices in a number of realms including advertising, marketing and public relations as well as investigating how convergence culture changes the relationship between producers and consumers of media content. On completion of the unit, students will be able to evaluate and compare how processes of convergence affect and shape a variety of communication practices in different ways and the implications of convergence on the future development of mass communication. By the end of the unit, students will be able to interrogate and evaluate how processes of convergence are altering a range of media objects and practices.

Mass Communication With Advertising

Advertising: Research and Regulation
The unit will start with an outline of some of the connections between advertising research and the state and self regulation of advertising. Regulation will be approached primarily in terms of general regulation of the media for example outlining and analysing laws, pertaining to obscene publications. The unit will then turn specifically to rules, regulations and laws that are applied to advertising in its many different forms. The unit will be organised around a case study which will look at the setting up, remit and functioning of the Advertising Standards Authority. The authority's performance and rulings will be explored through an investigation of a series of historic and contemporary advertising campaigns and the rulings applied to agencies. Judgements will be explored against a range of issues explored in the degree. The second case study will be based on local authority regulations which govern the nature and placing of outdoor advertising.

Dynamics of Advertising Campaigning
This unit examines the major approaches, procedures and practices of constructing and implementing dynamic multi-platform advertising campaigns. The unit will examine the intrinsic components of the campaigning process, from the composition giving students knowledge of, and the skills central to, effective and contemporary campaigning. Through a lecture and seminar programme that teaches students the terrain of campaign destinations (conventional print mediums to the increasingly common digital formats and convergent media spaces advertising is targeted at), marketing and consumer behaviour, the skills of campaign strategising and planning, formulating effective concepts and cogent briefs, copy formats and styles, e-marketing, ethics, international campaigns and case studies of campaigning best practice.

Advertising: Brands and Brand Organisation
This unit examines the concept of branding and the central role that brands and brand organisation plays within the contemporary advertising industry. The unit will examine what branding means, but it will also analyse the mechanics of branding and the principal factors that are essential to the creation of effective and successful brands. Consequently, in addition to exploring the nature of brands and the branding process, the unit will enable students to understand the essential components and factors that go into creating brands, for example, how they are created, implemented and organised within the advertising industry and wider business and services.
Mass Communication with Business

Doing Business Globally and Internationally
The unit focuses on the issues that are important in international business to business transactions and relationships. The unit concentrates on the similarities and differences that exist within business cultures in the three most important geographic regions. The unit also recognises the financial management issues that organisations face when developing new relationships. The identification of new partners, the negotiation process, collaboration issues and the termination of agreements are central to the unit.

Global Marketing Communication
This unit examines different concepts of international marketing within today’s dynamic world trading environment, and analyses the differences within aspects of domestic and international marketing planning. Whilst there will be clear links to international business, the unit will concentrate on international marketing issues with a heavy emphasis placed upon the challenges of marketing communication in the global market place and in particular international advertising. The study of theoretical frameworks underpins the unit, but with an emphasis on application to a variety of contexts.

Culture and Organisations
The rationale of the unit is to develop a coherent understanding of the issues relating to theory and practical applications of cultural and organisational impacts on organisations and institutions in the global and international environment.

The unit will be delivered through a combination of lectures and seminars. These will be supported by e-portal learning activities. Formative assessment will reflect assessment for learning taking the form of a class exercise linking in to the summative assessment and students will also have access to a range of interactive resources within Blackboard – interactive quizzes and discussion boards – through which they can test and refine their understanding. The learning and teaching plan will include guidance on the objectives to be achieved within each block of study so that students can monitor their own process.

Summative assessment will take the form of an assignment of 3,000 words which links to the formative assessment undertaken in class. This will apply their learning to critically develop and implement solutions and discussions relating to the assignment. This will require them to be conversant in the application of the underpinning theory, and be competent in the manipulation and interpretation of appropriate organisational and environmental information.

Mass Communication With Public Relations

Writing Promotional Copy
In this practical unit, students will be introduced to a range of writing skills applicable to professional practice in promotional copywriting including public relations, advertising and marketing materials. The unit aims include a sound knowledge and understanding of the practices of copywriting in promotional material, the contexts and practicals of professional writing, business promotion writing skills and engagement with the media through writing. The learning outcomes of the unit will be that the students can demonstrate applied skills in the production of promotional materials; understand the role of promotional copy in the management of corporate, event and product identities; and understand the relationship between promotional copy and the media. The unit will be taught by a combination of lecture and writing workshops.

Promotional Activity and Management
In this unit, students will learn about theory and practice in promotional activity and management. Using case studies and discourses, the unit investigates the major issues in global communications, promotion and management from a range of perspectives. Students will learn how to use public relations, marketing and advertising to create integrated communications campaigns. They will learn about social media campaigns and celebrity and cult status business people within the context of the main theories of communication theory.

The unit aims include: understanding the main theories behind cross-cultural communication strategies; demonstrate, manage and apply integrated communications strategies; engage with social media marketing and promotion; and engage with the major research methods in communication theory. The learning outcomes of the unit will be to critically understand, manage and apply integrated communications strategies in a global context; critically evaluate and understand the major differences between public relations, marketing and advertising; understand new business relationships in emerging markets and new methods of communication through social media; and evaluate, create and apply promotional campaigns based on critical theories of corporate communication and brand management. The unit will be taught by a combination of lectures and seminars.

Critical Theories in Public Relations
This theoretical unit will give students a critical and theoretical understanding and underpinning of the major discourses around public relations theory and practice. They will be introduced to the main critiques of public relations in a global context. The unit aims include; understanding critical approaches to theories of public relations; understanding the global contexts of public relations practice; critical engagement with persuasion models; and engage with discourses on ethics in communication and business. The learning outcomes of the unit will be: students: demonstrate and apply theories of public relations to campaigns; critically evaluate the social scientific theories of public relations; understand and apply ethical issues in public relations; critically evaluate audiences in terms of persuasion, psychology and behavioural changes.

The rationale for this unit is to introduce students to the key theories and critiques of public relations and how they apply to media campaigns in a global context. Students will have a critical understanding of the ethical and business issues around the execution of public relations campaigns.
Entry Requirements

The Bachelor of Arts (Honours) Mass Communication / Mass Communication with Business / Mass Communication with Advertising / Mass Communication with Public Relations from Northumbria University accepts:

- Relevant Polytechnic / Private Diploma
- All other equivalent qualifications will be assessed on a case-by-case basis

Applicants are required to meet the Northumbria University English language requirement.

The application form needs to be completed by the applicant listing their qualifications, employment experience and major work achievements.

Proof of the applicant’s qualifications (a certified copy of the official transcript is acceptable), a resume and the first instalment must also be included.

Please note that applications are not complete without all the items above.

As the programme involves regular use of Internet, email, etc., students must possess or have convenient access to a personal computer with at least Windows 97 and an Internet connection to enable them to access materials electronically from the University and to participate in appropriate pedagogic interaction.

Fee Schedule

Please refer to the insert for the information on:

- Tuition Fee
- Non-tuition Fee
- Refund Policy
- EduTrust Certification

For more information, please contact our programme consultant or email info.sg@kaplan.com

International Students

The Immigration and Checkpoints Authority (ICA) of Singapore requires all foreign students to hold a valid Student’s Pass for their full-time study in Singapore, a minimum of 90% attendance must be attained. In order to protect the interest of foreign students, regulatory body CPE - Council of Private Education requires all programme fees be covered by Fees Protection Scheme (premium payable by students).

Admission to the Programme

Participants are selected on the basis of the unique qualities each will bring to the synergy of the group as a whole. A blending of diverse backgrounds creates special challenges and opportunities for participants to benefit from the experience and perspective of others.

Study Loans

Study loans are available with most banks and financial institutions. Interested candidates may contact:

- Maybank: 1800 629 2265  www.maybank.com.sg
- TCC Ltd: 6319 3700  www.tcc.org.sg

The Bachelor of Arts (Hons) Mass Communication
Deadlines for application for each term intake are contained in the application forms. Usually, the university takes about 2 weeks to process each application. Therefore, it is advisable for potential students to apply for admission at least 2 weeks before the start of each intake.

**Documents required for the programme application:**
- Duly completed application form
- Certified copy of highest qualification certificates & transcripts
- Photocopy of passport/NRIC
- Personal statement/statement of intention (if applicable)
- Latest CV (if applicable)
- 1 passport-size photo
- Programme application fee

**Documents required for Student’s Pass application (For international students only):**
All student’s pass applications must be submitted to Kaplan Higher Education Academy at least 1 month before the start of each intake.
- Completed Student’s Pass application forms: Form 16 & V36
- Certified/notarised copy of highest qualification certificates & transcripts, birth certificate and bank statement
- Photocopy of passport
- Employer’s letter certifying applicant’s occupation and salary (if applicable)
- Employer’s letter certifying parent’s occupation and salary
- 1 passport-size photo
- Student’s Pass processing fee

**Closing Date**
Deadlines for application for each term intake are contained in the application forms. Usually, the university takes about 2 weeks to process each application. Therefore, it is advisable for potential students to apply for admission at least 2 weeks before the start of each intake.