



Curtin Mauritius

BACHELOR OF COMMUNICATIONS

ABOUT THE DEGREE

Communication professionals are multi-talented experts who can communicate information to a large number of people across the media and corporate landscape.

This broad-based degree will give you vital training for marketing, traditional media and communication roles. You will cover a range of subjects, providing you with foundational knowledge in communications and helping you develop your critical thinking and practical skills. In your first year, you will be introduced to culturally diverse thinking, discover the local and global role of marketing in business and society and engage with different forms of media. Your second year will focus on the management of social media platforms, marketing concepts, and impacts of media and studio production. Your third year will culminate in authentic projects such as real communications campaigns, visual media content and digital marketing strategies.

This course will enable you to build an extensive portfolio of work and have opportunities to connect with industry professionals, so you can graduate ready for a range of positions in the communications industry.

ABOUT CURTIN UNIVERSITY

Curtin University is an innovative, global university, with campuses in Perth, Mauritius, Dubai, Singapore and Malaysia. We are known for our high-impact research, strong industry partnerships and commitment to preparing students for jobs of the future.

Curtin is ranked in the top one per cent of universities worldwide in The Academic Ranking of World Universities (ARWU) 2023 and has received a five star plus rating in the QS Stars University Ranking 2022.

The university is ranked below 100 worldwide in the following 7 areas:

Mining and Mineral Engineering, Hospitality and Tourism Management, Earth Sciences, Chemical Engineering, Nursing, Remote sensing and Education.

Make tomorrow better.



For more information, please visit:
curtinmauritius.ac.mu



COURSE ESSENTIALS

BACHELOR OF COMMUNICATIONS

Course entry requirements

- Satisfy the minimum academic entry requirements and
- Meet the minimum English competency level.

Experience in the field for the purposes of Credit for Recognised Learning (CRL) will be assessed on an individual basis.

Foundation Program

Candidates who do not meet all entry requirements can apply for the Foundation Program in order to gain admission to the Bachelor degree

Duration

The programme is run over three years (six semesters)

Intake

February and July

Application procedures

Candidates must complete the application form available at Curtin Mauritius Future Student Centre and must submit relevant copies of the following documents:

- Copies of educational qualifications
- Two passport - size photographs
- Copy of National Identity Card and Birth Certificate

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

COURSE STRUCTURE (24 UNITS)

UNIT TITLE	UNIT CODE
Academic and Professional Communications	COMS1010
Culture to Cultures	COMS1003
Discovering Marketing	MKTG1000
Design Computing	GRDE1004
Engaging Media	COMS1001
Web Communications	NETS1001
Introduction to Screen Industries	SPRO1000
Consumer Behaviour	MKTG2004
Media, Culture and Consumption	COMS2000
Managing Social Media Platforms	MKTG2006
Marketing Intelligence	MKTG2005
Studio Production	SPRO2000
Asian Media in Transition	COMS2001
Introduction to Screenwriting	SCWR2000
Digital Design 1	GRDE1016
Services Marketing	MKTG3006
Digital Marketing Strategy	MKTG3003
Creative Documentary and Actualities	SPRO2004
UX Business Optimization	MKTG2007
Corporate Marketing Strategy	MKTG3004
Brand Management	MKTG2001
Community Media Production	SPRO3004
Media and Communications Capstone (equivalent to two units)	COMS3001

For more information:

curtinmauritius.ac.mu

PLEASE CONTACT THE FUTURE STUDENTS CENTRE

study@curtinmauritius.ac.mu

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curtinmauritius.ac.mu

Disclaimer: Please note that Curtin Mauritius 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 enrolment in any unit or program and/ or to vary arrangements for any programme

Cohorts will only commence if numbers reach the minimum number of students required.

Course Structure Disclaimer: Curtin University reserves the right to alter the internal composition of any course to ensure learning outcomes retain maximum relevance. Any changes to the internal composition of a course will protect the right of students to complete the course within the normal time frame and will not result in additional cost to students through a requirement to undertake additional units.

Note: To qualify for a degree, 600 Credits (or 24 study units) must be obtained, within the appropriate combination of study units as prescribed in the curriculum. No exit certificate is awarded.

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