

Full-Time Programme - Bachelor of Communication (Professional Communication)

Year	SIM Calendar		Course Codes	Course Titles	Credit Point	Qualification Category		
	Sem	Month				A July intake	B Jan intake	C Nov intake
1	2	Jul	COMM2894	Contemporary Asian Modernities	12	✓	x	x
	2	Jul	COMM2891	Asian Media and Communication	12	✓	x	x
	2	Jul	COMM2283	Foundations of Public Relations	12	✓	x	x
	2	Jul	MKTG1315	Introduction to Advertising	12	✓	x	x
	Intensive	Nov	COMM2732	Making Media	12	✓	x	x
	Intensive	Dec	COMM2440	General News Reporting	12	✓	x	x
2	1	Jan	COMM2847	Professional Communication Foundations	24	✓	✓	x
	1	Jan		Professional Communication Foundations		✓	✓	x
	1	Jan	GRAP2504	Creative Advertising	12	✓	✓	x
	1	Jan	COMM2294	Communication Strategy and Planning	12	✓	✓	x
	Intensive	May	MKTG1462	Public Relations Research Methods	12	✓	✓	x
	Intensive	Jun	COMM2439	Professional Writing	12	✓	x	x
	2	Jul	COMM2846	Issues, Risk and Crisis Communication	12	✓	x	x
	2	Jul	COMM2899	Asian Mobilities: Practices, Experiences and Impacts	12	✓	✓	x
	2	Jul	COMM2731	Interdisciplinary Communication Project	12	✓	✓	x
	2	Jul	MKTG1458	Applied Public Relations Research: Insights to Action	12	✓	✓	x
	Intensive	Nov	GRAP2693	Art Direction	12	✓	✓	✓
	Intensive	Dec	GRAP2694	Copywriting	12	✓	✓	✓
3	1	Jan	COMM2444	Exploring Asian Popular Culture	12	✓	✓	✓
	1	Jan	COMM2490	Client Management	12	✓	✓	✓
	1	Jan	COMM2730	Influence and Impact in PR (1)	24	✓	✓	✓
	1	Jan		Influence and Impact in PR (2)		✓	✓	✓
	Intensive	May	COMM2727	Professional Communications Studio (1)	24	✓	✓	✓
	Intensive	Jun		Professional Communications Studio (2)		✓	✓	✓

Modules are either fully taught by RMIT lecturer or co-taught by both RMIT and Singapore-based lecturers subjected to course offering for the semester.