

Full-Time Programme - Bachelor of Professional Communication

Year	SIM Calendar		Course Codes	Course Titles	Credit Point	Qualification Category		
	Sem	Month				A July 2027 intake 24 months	B Nov 2027 intake 20 months	C July 2027 intake 12 months
1	2	Jul	COMM2993	Locating Knowledges	12	✓	x	x
	2	Jul	COMM2891	Asian Media and Communication	12	✓	x	x
	2	Jul	COMM2994	Introduction to Public Relations	12	✓	x	x
	2	Jul	MKTG1315	Introduction to Advertising	12	✓	x	x
	Intensive	Nov	COMM2995	Introduction to Digital Communication	12	✓	✓	x
	Intensive	Nov	COMM2894	Contemporary Asian Modernities	12	✓	✓	x
2	1	Jan	COMM3000	Content Creation for Digital Engagement	12	✓	✓	x
	1	Jan	COMM2997	Social Media Communication	12	✓	✓	x
	1	Jan	GRAP3037	Creativity for Advertising	12	✓	✓	x
	1	Jan	COMM2998	Public Relations Strategy and Planning	12	✓	✓	x
	Intensive	May	COMM2996	Precision Writing for Digital Engagement	12	✓	✓	x
	Intensive	May	COMM2999	Managing Digital Challenges	12	✓	✓	x
	2	Jul	GRAP3038	Storytelling for Advertising	12	✓	✓	✓
	2	Jul	COMM2899	Asian Mobilities: Practices, Experiences and Impacts	12	✓	✓	✓
	2	Jul	COMM3001	Digital Audiences and Analytics	12	✓	✓	✓
	2	Jul	COMM3002	Contemporary Media Relations	12	✓	✓	✓
	Intensive	Nov	COMM3007	Digital Communication Professional Practice	12	✓	✓	✓
	Intensive	Nov	COMM3003	People and Persuasion	12	✓	✓	✓
3	1	Jan	COMM2846	Issues, Risk and Crisis Communication	12	✓	✓	✓
	1	Jan	COMM3004	Communication Platforms and Industries	12	✓	✓	✓
	1	Jan	COMM3006	Digital Communication Capstone Project	12	✓	✓	✓
	1	Jan	GRAP3039	Art Direction for Advertising	12	✓	✓	✓
	Intensive	May	COMM3005	Advocacy and Voice in Public Relations	12	✓	✓	✓
	Intensive	May	COMM2444	Exploring Asian Popular Culture	12	✓	✓	✓

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.