

Diploma in Communication Management

Developed and awarded by Singapore Institute of Management, Singapore

Digital Media and Communication Management

This module introduces students to the process of integrating digital media elements for effective communication. Students will learn the basics of communications management, as well as the properties of digital media, resource planning, and the synergising of media deliverables. The module prepares students to recognise the processes that contribute to successful digital communication projects.

Basic Media Research and Analysis

This module aims to provide students with an understanding of the role and importance of research in the media industry. Students will explore a variety of media research methods and tools, and their applications in making strategic business decisions. By the end of the module, students will develop skills to analyse research findings that will contribute to meeting business objectives.

Introduction To Media Writing

This module provides students with a foundational understanding of the principles and concepts involved in professional media writing. It covers key aspects of effective writing, including various styles and formats used across media and communication roles. The module emphasises the development of writing strategies tailored to the style and tone required in professional communications. This module serves as a critical foundation for more advanced writing tasks.

Diversity and Culture in Asia

This module aims to provide students with a comparative perspective on the political, economic, and social developments in Asia. It also explores how contemporary Asian cultural expressions intersect with, and diverge from, traditional Western models of modernity. The module prepares students to develop a diverse and inclusive awareness and mindset, enabling them to critically analyse how Asian societies navigate cultural issues in a globalised media landscape.

Public and Media Relations

This module introduces students to the key areas of Public Relations (PR) practice, including media relations and the environments in which PR practitioners operate. Students will examine the roles and responsibilities of PR practitioners and the environments or platforms in which PR operates. Through real-world case studies and practical activities, students will learn how to plan basic PR outputs such as press releases and media pitches. By the end of the module, students will develop a working

understanding of traditional and modern PR concepts, media practices, and ethical considerations across diverse cultural contexts.

Advertising and Marketing

This module equips students with foundational knowledge and practical skills to create effective advertising and marketing campaigns. Students will learn how to craft compelling storyboards, design visually engaging advertisements, and interpret key advertising metrics. The module also introduces essential digital tools and platforms, including search engines, social media, and other online channels, to support strategic advertising and marketing efforts.

Professional Writing

Building on the foundational skills, this module explores written communication in public relations, advertising, and marketing across global contexts. Students will develop their skills in crafting compelling headlines, press releases, scripts, and other forms of copywriting for diverse media platforms. By the end of the module, students will be proficient in producing persuasive and effective communication materials tailored to specific audiences and purposes.

Creative Storytelling and Persuasion

This module is designed to develop students' skills in crafting compelling narratives that connect brands with their target audiences. Students will learn the art of storytelling as a powerful tool for brand communication and marketing, focusing on the elements of effective storytelling, creating consistent and impactful brand stories, and adapting these narratives for various digital media platforms. By the end of the module, students will be proficient in creating and executing persuasive brand narratives that resonate with diverse audiences.

Digital Content Creation

This module equips students with the knowledge and skills to create content using integrated resources across different media platforms. Students will engage in hands-on activities to produce deliverables tailored for various digital environments while learning the common industry lingo to work effectively with content producers. By the end of the module, students will be proficient in implementing digital content strategies and ensuring seamless collaboration with media professionals.

Integrated Media Communications

This module focuses on the strategic use of various digital channels to achieve marketing objectives and enhance consumer engagement. It covers the application of digital media and marketing tools and emphasises the importance of understanding the social media

landscape and trends to communicate effectively. By the end of the module, students will be equipped to develop and implement integrated digital marketing strategies that leverage current social media trends, digital technologies, and artificial intelligence to maximise business impact.

Writing for Digital Audiences

This module focuses on developing writing techniques specifically tailored for digital platforms. Students will learn step-by-step processes to refine their writing skills for various digital spaces, including websites, apps, social media, blogs, vlogs, e-commerce platforms, and e-direct mailers. By the end of this module, students will be equipped with the skills to create compelling content that resonates with digital audiences across a wide range of online media.

Strategic PR and Media Management

This module focuses on developing students' ability to conceptualise, design, and implement public relations campaigns. Emphasis is placed on campaign planning that supports organisational goals, reputation management, and integrated communication across traditional and digital platforms. Students will explore contemporary trends in message design and dissemination and gain insights into how strategic public relations (PR) planning integrates with broader organisational and interdisciplinary strategies, such as management or marketing.

Digital Ethics and Risk Management

This module provides students with an overview of key concepts in issues and risks in communication, with an emphasis on ethical considerations. Students will explore how effective and ethical communication can prevent issues from escalating into crises and examine the roles of trust, reputation, credibility, and control. By the end of the module, students will be able to assess and manage communication risks effectively, ensuring that ethical standards are upheld in all communication strategies.

Communications and Media Project

This module equips students with the fundamentals of media project management, essential for managing digital communication and media projects, such as developing websites, apps, and digital campaigns. Through hands-on training, students will learn to apply these project management techniques to ensure efficient and effective project execution. In addition, students will be guided in developing a professional portfolio that showcases their creative and digital competencies.

Current Issues and Critical Writing

Building on previous professional writing workshops, this module is designed to develop students' analytical and critical writing skills by engaging with current media issues, including those arising from artificial intelligence (AI), technological advancements, sustainability agendas, and diversity, equity, and inclusion (DEI) considerations. Students will explore and critically assess contemporary debates, trends, and challenges in the media landscape, honing their ability to write insightful and persuasive analyses. By the end of the module, students will be equipped to produce well-reasoned, impactful writing that addresses complex issues from a critical, informed perspective.

Cross-Cultural and Communication in Asia

This module examines the complexities of communication across different cultures in Asia within the context of digitisation and globalisation. It emphasises the transformative role of digital and social media in shaping cultural interactions. Students will explore a range of theoretical approaches related to intercultural communication, including the study of communication styles and the impact of cultural differences on interpersonal and organisational communication. By the end of the module, students will be equipped to analyse and apply these concepts to enhance effective digitally mediated communication between cultures in various Asian contexts.