BACHELOR OF COMMUNICATION
(PART-TIME PROGRAMME)

BACHELOR OF COMMUNICATION WITH MINOR
(PART-TIME PROGRAMME)
Programme Overview

The Singapore University of Social Sciences (SUSS) Communication programme is conceptualised based on the expert advice of a panel of advisors comprising industry practitioners and academics. As one of the largest Communication programmes in Singapore, we prepare students to perform competently in a variety of sub-fields in the communication industries such as TV, newspaper, multimedia, social media, strategic communication, public relations, corporate communications, as well as media management and media production.

All graduates of the SUSS Communication degree programme will be equipped with the core knowledge, skills and competencies in communication and media studies. In addition, Communication graduates will also have a social science foundation, which provides them with the analytical tools to evaluate key issues in the social sciences.

The single-subject Communication programme covers courses ranging from media writing to media management, media production, social media and strategic communication. It provides students with the critical advantage necessary to achieve their ambitions, whether they are interested in journalism, media management, public relations, corporate communications, advertising, social media or media production.

You may pursue Communication as a single subject or in combination with a minor.

Please refer to the SUSS website for details of the minor courses.

Unique Features of the Programme

All the Communication courses are industry-relevant and designed to meet the market needs. As working adults pursuing their careers in the day and a degree in the evening, SUSS Communication students will be able to put into practice the knowledge and skills gained in class immediately. Our courses are all taught by qualified academics, most of whom are also practising professionals in the communication industry. The knowledge and skills they impart to students in this programme will be current and relevant.

Whom is this for?

This programme is suitable for working adults who are already employed in related fields but who are looking to add value to their existing knowledge and skills by formalising their expertise which would, in turn, create career advancement opportunities for them.

It is also meant for those in general administrative positions who are looking to acquire new and more specific knowledge and skills, and those who wish to work in the communication and media industry.
Programme Structure

Students are required to complete a total of 130 credit units (cu) to graduate with a basic degree, inclusive of 10 cu of SUSS Core courses. All courses are 5 cu unless stated otherwise.

**Behavioural Science Core Compulsory Courses**
*(Total 10 cu)*

**Level 1**
- Understanding Contemporary Society: The Social and Behavioural Sciences

**Level 2**
- Research Methods for the Social and Behavioural Sciences

**General Elective Courses (Choose 10 cu)**
- Choose any courses offered under the General Studies Programme (course pre-requisites apply)

**Foundation Communication Compulsory Courses**
*(Total 20 cu)*

**Level 1**
- Principles and Practice of Communication
- Discourse: Critique and Evaluation
- Media Communication in a Changing World

**Level 2**
- Visual Texts and Communication

**Applicable to Bachelor of Communication**

**Strategic and Corporate Communication Compulsory Courses (Total 30 cu)**

**Level 3**
- Public Relations
- Corporate Communication
- Methods of Data Analysis: Exploring Behavioural Sciences
- Analysis of Issues and Trends in the Communication Industry
- Media Law and Ethics
- Strategic Communication

**Communication Elective Courses**
*(Choose 50 cu)*

**Level 2**
- Writing for Strategic Communication
- Media Relations
- Writing for Online News
- Creative Advertising and Copywriting
- Creative Communication Strategies
- Media, Politics and the Citizen
- Cross-Cultural Intelligence at the Workplace

**Level 3**
- Media Management
- Crisis Communication
- Feature Writing
- Multimedia Public Affairs Reporting
- Strategic Social Media Management
- Communication Campaign Planning
- Advertising Design

**Applicable to Bachelor of Communication with Minor**

**Communication Elective Courses (Choose 40 cu)**

**Level 2**
- Writing for Strategic Communication
- Media Relations
- Writing for Online News
- Creative Advertising and Copywriting
- Creative Communication Strategies
- Media, Politics and the Citizen
- Cross-Cultural Intelligence at the Workplace

**Level 3**
- Public Relations
- Corporate Communication
- Analysis of Issues and Trends in the Communication Industry
- Media Law and Ethics
- Strategic Communication
- Media Management
- Feature Writing
- Multimedia Public Affairs Reporting
- Strategic Social Media Management
- Communication Campaign Planning

For more information on our Bachelor of Communication, please visit suss.edu.sg/BCOMN
Admission Criteria

You must be a Singapore citizen, permanent resident or a resident in Singapore. In addition, you will need to meet these minimum requirements:

- GCE 'A' Level with two passes (prior to 2006) or two H2 passes (from 2006); or local Polytechnic Diploma; or International Baccalaureate (IB) Diploma; or NUS High School Diploma. Applicants with a Diploma from ITE, or other Diploma qualifications plus an acceptable SAT or ACT (with Writing) score may be considered for admission on a case-by-case basis;

- Two years of full-time work experience, or currently employed on a full-time basis; and

- At least 21 years old.

Some minor courses may have additional requirements. Please visit suss.edu.sg for more details.

Shortlisted applicants may be required to undergo one or more interview(s) and/or take written admission or other evaluation tests as may be prescribed by SUSS from time to time.

All applications are considered individually on merit, and the offer of admission will depend on the number of places available. Admission is solely at the discretion of the Singapore University of Social Sciences.

How to Apply

Applications are to be made online via suss.edu.sg. You must submit all the required documents together with your admission application. Incomplete applications will not be considered.

Tuition Fees and Government Subsidy

Our tuition fees are on par with those of other local universities. The amount of course fees you pay in each semester depends on the number of courses you take in that semester. The course fees cover all study materials, classes, tutor supervision, assignments and examinations. They do not include fees for textbooks and other additional items specified by SUSS from time to time.

The Tuition Fee Subsidy (TFS) from the Singapore Government comes in the form of a tuition grant administered by the Ministry of Education (MOE) and is offered to all eligible admitted students studying for part-time undergraduate programmes at SUSS. Singapore Citizens aged 40 and above who are pursuing MOE-subsidised undergraduate programmes with SUSS and who are eligible for the SkillsFuture Mid-Career Enhanced Subsidy will enjoy a higher subsidy.

All Singaporeans aged 25 and above can use their $500 SkillsFuture Credit from the government to pay for a wide range of approved skills-related courses. Visit the SkillsFuture Credit website (www.skillsfuture.sg/credit) to choose from the courses available on the SkillsFuture Credit course directory.

Please visit suss.edu.sg for current tuition fees and eligibility criteria for the government subsidy and SkillsFuture Mid-Career Enhanced Subsidy.

Internet Access

All SUSS students must have access to a computer/laptop and the Internet in order to use the electronic and website facilities which allow access to course, academic and administrative information.