The Wee Kim Wee School of Communication and Information offers the most comprehensive curriculum in Communication Studies, and students graduate with a strong balance of practical and conceptual skills.

PROGRAMMES OFFERED

- Bachelor of Communication Studies (Honours)
- Bachelor of Communication Studies (Honours) with a second major in Business
- Bachelor of Communication Studies (Honours) with a second major in Governance and International Relations
- Bachelor of Arts with a choice to pursue one of two combinations (Honours):
  (i) Economics and Media Analytics
  (ii) Psychology and Media Analytics
Our Communication Studies curriculum is designed to equip you with the necessary skills for a range of communication roles, such as strategic planning, advertising, analytics, public relations, journalism, and media production. Even if you do not end up in a communications role, the versatility of your skillset will give you a competitive edge when applying for roles in other sectors.

Upon graduation, you will be conferred the Bachelor of Communication Studies (Honours) degree. This qualification will put you in a good stead to take on the real-world.

OUR INTERNATIONAL STANDING
#1 in Asia, #6 in the World, Communication & Media Studies (QS World University Ranking by Subject 2023)

WELL-BALANCED CURRICULUM
Immerse yourself in a dynamic and enriching learning experience! Our curriculum doesn’t just delve into traditional media – it immerses you in the exciting realm of new media content.

EXPERIENTIAL LEARNING
Get ready to embark on hands-on, real-world experiential learning, whether it’s within industry settings or through invigorating overseas experiences.

RENOVATED FACULTY
Taught by a combination of leading academics and practitioners in the field, your education will be aligned closely with innovation taking place in the industry.

INDUSTRY LINKS & PARTNERSHIPS
Connect with the real world! Gain cutting-edge industrial know-how, valuable insights, and networking opportunities through courses conducted in collaboration with industry leaders, organisations, and universities.

STRONG ALUMNI NETWORK
Our alumni network spans across the globe, comprising of a powerful network of professionals, thought leaders and trendsetters. Our alumni actively work with the School to transform the future of its programmes and curriculum.

VIBRANT STUDENT LIFE
With an extraordinary range of opportunities, students can explore student life through one of our many social events, student organisations and even engage in hands-on learning experiences. Our vibrant experience, unique traditions and strong culture truly makes us a school like no other.

CUTTING-EDGE MEDIA PRODUCTION SUITES AND STATE-OF-THE-ART RESEARCH LABORATORIES
Home to many top-notch facilities and resources, our school provides an enriching environment where you can enhance your learning and hone your skills.
WKWSCI offers industry-specific tracks (areas of study) for students to follow their passion.

You have the flexibility and freedom to chart your own course – specialise in one or more tracks, or choose to become a versatile, broad-based interdisciplinary communication graduate.

**OUR ACADEMIC TRACKS**

**BROADCAST MEDIA AND CINEMA STUDIES**
Learn about film and television productions, and more about Asian and global cinema.

**DATA SCIENCE AND MEDIA STUDIES**
Learn how to analyse and draw conclusions from data to drive decision-making insights.

**STRATEGIC COMMUNICATION FOR THE DIGITAL AGE**
Learn about strategic planning, developing campaigns, managing brand image and how innovative media formats and digital transformations shape the ever-changing face of the industry.

**JOURNALISM AND MEDIA POLICIES**
Explore print and digital journalism by learning how to report and write the news, as well as take photographs and videos of current events.
We believe the key to producing well-rounded individuals ready for the challenges of work and life is a combination of theoretical and real-world experiences, and that is why our curriculum is designed to integrate with the wider world.

Embrace the journey of shaping the future of communication with us!

**YEAR 1 – FOUNDATIONAL COURSES**

Our students will receive an interdisciplinary education, equipping them with the fundamentals of theoretical knowledge and practices for the Communication major.

These are the core foundation courses that Year 1 Students will go through:

**COMMON CORE**
- Inquiry and Communication in an Interdisciplinary World
- Navigating the Digital World
- Ethics and Civics in a Multicultural World
- Career and Entrepreneurial Development for the Future World
- Healthy Living and Wellbeing
- Science and Technology for Humanity
- Sustainability: Society, Economy and Environment

**FOUNDATIONAL CORE**
- Basic Media Writing
- Digital Literacy II

**MAJOR CORE**
- Foundations of Communication Studies
- Media Law, Ethics and Policy
- Speech and Argumentation
- Foundation of Information Analytics
YEAR 4 – FINAL YEAR PROJECT

Students will embark on their Final Year Project (FYP), which are considered capstone projects. These projects provide our students with the opportunity to showcase the abilities and talents they have acquired during their time at WKWSCI.

Their FYP go on to achieve a reach wider than just the school – often with national and international acclaim. Our students have produced campaigns that reached broad audiences, and their videos screened at international festivals and awarded at international competitions. Our journalism students have also published in mainstream media, both locally and overseas.

Research projects are also often being presented at international conferences and published in international, peer-reviewed academic journals.

In the process, students push themselves to surpass their previous limits. Many alumni remember their FYP among the defining experiences of their years at the school.

YEAR 3 – EMBARKING ON PROFESSIONAL INTERNSHIP

All of our students participate in an off-campus supervised internship in their third year, applying classroom knowledge to industry scenarios. Students coming out of this 22-week Professional Internship are a step ahead of the competition — they would have gained first-hand insights to the industry and built up a personal network of media contacts prior to graduation.

Students can choose from a list of partner companies ranging from government sector organisations, major media players and even top multinational corporations locally and overseas, or self-source for their own internships. Once on attachment, students regularly report back to their PI supervisors, who guide and push them to get the most out of their stint.

These professional internships greatly enhance the curriculum. With a good grasp of the industry’s environment, returning students taking the advanced classes are able to take their work to the next level through compounding the insights gleaned from peers who also went for these internships.

YEAR 2 – CHOOSE A SPECIALISATION + OVERSEAS EXCHANGE

Students can focus on modules from their preferred track(s) of choice, as well as opting to go abroad for exchange.

With connections to 350 partners in over 40 countries, more than 70% of our cohort goes on a semester long exchange programme as part of their studies.
EXPERIENTIAL LEARNING

Most media isn’t made in classrooms, so WKWSCI’s learning isn’t either.

Our students get hands-on experience from managing publications, developing campaigns, organising film festivals as well as opportunities to go overseas to film and gather stories to showcase.

CANNES LIONS INTERNATIONAL FESTIVAL OF CREATIVITY (CANNES)
Students will meet the biggest names in the creative communications industry who inspire, challenge and move the industry forward.

GOING OVERSEAS FOR ADVANCED REPORTING (GO-FAR)
Go-Far is a hands-on journalism module where students act as foreign correspondents. Bhutan, Iran, Estonia, Germany and Rwanda are some countries covered.

INTERNATIONAL STRATEGIC COMMUNICATION MANAGEMENT (ISCM)
Through ISCM, students learn to tackle communication challenges and craft comprehensive marketing plans for clients, such as the Sri Lanka and Catalan Tourism Boards.

REGIONAL STRATEGIC COMMUNICATION MANAGEMENT (RSCM)
Students develop media messages for an overseas partner with special advocacy needs and their work is presented to the partner for evaluation.

OVERSEAS DOCUMENTARIES YOU SHOULD SEE (ODYSSEE)
Students travel overseas to find inspiration, personal stories and authenticity, and learn about the broader social, cultural and economic implications of the location. This documentary filmmaking course, therefore, has both an academic slant as well as a practical one, and is truly an “odyssey of the mind”.

OVERSEAS FILM FESTIVAL (OFF)
Students visit prestigious film festivals and gain both critical perspectives on the history and theory of film festivals. They also gain experience by meeting and engaging with film festival organisers, directors, artists and film academics.

SOUTH BY SOUTH WEST CONFERENCE AND FESTIVAL (SxSW)
Students will meet with new media leaders at the annual conference in Austin, Texas to explore cutting-edge developments including artificial intelligence, augmented reality and interactive storytelling.