



**NANYANG  
TECHNOLOGICAL  
UNIVERSITY**  
SINGAPORE

**Wee Kim Wee School of  
Communication and Information**  
College of Humanities, Arts, and Social Sciences

# WKKW COMMUNICATION STUDIES SCI

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



# #WHYWKWSCI

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.



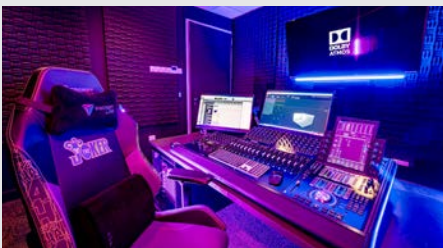
## EXPERIENTIAL LEARNING

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



## VIBRANT STUDENT LIFE

Students can explore student life through one of our many social events, student organisations and even engage in hands-on learning experiences. Join us to embrace a vibrant community, rich traditions, and a unique school culture that sets us apart!



## 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.

# OUR ACADEMIC TRACKS

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.



## 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.



# THE WKWSCI EXPERIENCE

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!

ENTERING  
WKWSCI



## 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 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.



## YEAR 3 – EMBARKING ON PROFESSIONAL INTERNSHIP

All of our students participate in a 22-week off-campus supervised internship in their third year, applying classroom knowledge to industry scenarios and gaining first-hand insights to the industry while building 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.



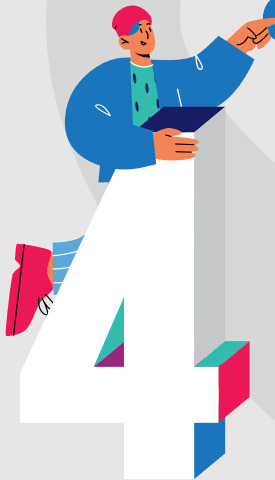
## YEAR 4 – FINAL YEAR PROJECT

Students will embark on their Final Year Project (FYP), providing them with the opportunity to showcase the abilities and talents they have acquired during their time at WKWSCI.

Our students have

- produced campaigns that reached a broad audience.
- their videos screened at international festivals and awarded at international competitions.
- stories published in mainstream media, both locally and overseas.
- research projects that are presented at international conferences and published in international, peer-reviewed academic journals.

Many alumni remember their FYP among the defining experiences of their years at the school.



## CAREER PROSPECTS

Your education at WKWSCI will give you a taste of what a genuine media environment demands. Our curriculum is designed to equip you with the necessary skills for a full range of careers in media.

### TOP 5 INDUSTRY SECTORS

- Information and Communication
- Advertising Services and Market Research
- Public Administration and Defense
- Financial and Insurance
- Business and Management Consultancy



# EXPERIENTIAL LEARNING



Most media isn't made in classrooms, so WKWSC'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.



Cannes Lion International Festival of Creativity

## GOING OVERSEAS FOR ADVANCED REPORTING (GO-FAR)

Go-Far is a hands-on journalism module where students travel to unique countries and act as foreign correspondents.

## INTERNATIONAL STRATEGIC COMMUNICATION MANAGEMENT (ISCM)

Through ISCM, students craft comprehensive marketing plans for clients, such as the Sri Lanka and Catalan Tourism Boards.



Rwanda, GO-FAR

## REGIONAL STRATEGIC COMMUNICATION MANAGEMENT (RSCM)

Students develop compelling media messages for an overseas partner with special advocacy needs.

## OVERSEAS DOCUMENTARIES YOU SHOULD SEE (ODYSSEE)

Students travel overseas to find inspiration, personal stories and authenticity while learning about the broader social, cultural and economic implications of the location in this documentary filmmaking course.



Penang, ODYSSEE

## 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.



Find out more about our Experiential Learning practicums here

[WWW.NTU.EDU.SG/WKWSCI](http://WWW.NTU.EDU.SG/WKWSCI)



wkwsci



[ask\\_wkwsci@ntu.edu.sg](mailto:ask_wkwsci@ntu.edu.sg)

Find out more about  
WKWSCI programmes