

C10363 BACHELOR OF COMMUNICATION (PUBLIC COMMUNICATION – ADVERTISING STREAM)

SPRING COMMENCING - TYPICAL PROGRAM ARTICULATION FOR Ngee Ann Polytechnic

- Diploma in Mass Communication
- Diploma in Advertising and PR

Year 1	Spring	CBK91119: Elective	STM91124 Advertising 54048 Brand Advertising Strategies	STM91124 Advertising: 54046 Principles of Advertising
	Autumn	STM91124 Advertising: 54047 Advertising Campaign Practice	STM91124 Advertising: 54049 Professional Advertising Practice	STM91104 Core: 54002 Communicating Difference
Year 2	Spring	CBK91119: Elective	MAJ10048 Public Communication: 54041 Integrated Communication	CBK91119: Elective

Total Degree Credit Points required for this course	144cps
Exemptions	72cps
Remaining Degree Credit Points required	72cps (1.5 years)
List of exemptions	72cps
Major Subject	
➤ 54040 The Ecology of Public Communication	8cp
Core Subjects	
➤ 54000 Citizenship and Communication	8cp
➤ 54001 Digital Literacies	8cp
Elective Subjects	
➤ CBK91115: Cross Disciplinary Elective	24cp
➤ CBK91121: Alternative Electives (Communication)	16cp
➤ CBK91119: Elective	8cp

APPROVED ARTICULATION ARRANGEMENT FOR Ngee Ann Polytechnic
THIS IS NOT OFFICIAL COURSE INFORMATION

C10363 BACHELOR OF COMMUNICATION (PUBLIC COMMUNICATION – PUBLIC RELATIONS STREAM)

SPRING COMMENCING - TYPICAL PROGRAM ARTICULATION FOR Ngee Ann Polytechnic

- Diploma in Mass Communication
- Diploma in Advertising and PR

Year 1	Spring	<u>CBK91119:</u> Elective	<u>STM91123 Public Relations:</u> 54044 Media Writing and Production	<u>STM91123 Public Relations:</u> 54042 Principles of Public Relations
	Autumn	<u>STM91123 Public Relations:</u> 54043 Strategic Public Relations	<u>STM91123 Public Relations:</u> 54045 Organisational Communication	<u>STM91104 Core:</u> 54002 Communicating Difference
Year 2	Spring	<u>CBK91119:</u> Elective	<u>MAJ10048 Public Communication:</u> 54041 Integrated Communication	<u>CBK91119:</u> Elective

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