Faculty of Arts and Social Sciences: Department of Communications and New Media
– Master of Social Science (Communication) with sequential credentialling through Graduate Certificate and Graduate Diploma

Tentative List of Modules

Core Modules

NMC5301 Strategic and Global Communication (tbc)
This module covers key aspects of strategic communication, to be planned, implemented, and evaluated in global contexts. Students will examine the dynamism of strategic and global communication by corporate, governmental, and civil society organisations at regional, national and transnational levels. Students also explore the integration of multiple forms of public communication, including advertising, branding, public relations, and social media advocacy, for both public- and private-sector initiatives. Upon completing this module, students will have knowledge and skills for developing integrated strategic campaigns involving a range of media and communication activities with global reach and worldwide impact.

NMC5302 Digital Communications and Analytics
This module explores the fundamental concepts and principles that underlie techniques for extracting useful information and knowledge from digital communication data. It will focus on introducing technical data skills within both social and societal contexts. Data-analytic thinking will be applied in various ways, including customer relationship management, social media marketing and analysis, data-driven decision making and strategic communication. Students will gain an understanding of the nature of data and its significance for society by learning to view problems from a data perspective, and understanding how to critically analyse such problems.

NMC5306 Communications and Leadership
This module guides leaders on how to effectively leverage communications as a strategic tool for organisations. Students learn to maximise the effects of communication in an organisation, integrate all communications plans, and educate senior management on the strategic roles that communications play as well as its contributions to the different teams in an organisation. The module will highlight case studies of successful chief communication officers and the importance of having strategic communication position in the C-suite. Senior leaders in communications both from consultancy and in-house positions will be invited as feature speakers in this class.

NMC5307 Final Year Project in Communication
This module is an application-led innovative research project that allows students to blend direct hands-on industry experience with theory in conducting research. It situates the learning within an application framework by partnering students with a supervisor to conduct issues-based research and consultancy. In doing so, students will access a platform for one-on-one supervision with professors, key communication industry leaders, and peer to peer networking. Students will apply theory and practice to consultancy work to analyse and produce research reports that are industry ready.
Electives - Strategic Communication Specialisation

**NMC5322 Digital Marketing Practices**
This module examines current theories, models and management approaches in the field of digital marketing communication. Students will use real-world case studies to learn how to stand out in the marketplace by examining digital marketing campaigns from successful corporations. Students will also learn to utilise digital tools and social media, online reviews, blogs, paid search, digital advertising, and online promotions in marketing activities. Upon completing this module, students will have advanced knowledge and skills to apply marketing communication concepts through digital media and technologies.

**NMC5323 Crisis Communications and Leadership**
Crisis Communications capability is a key component in today’s organisations. The ability to not just execute the function, but be recognised as the organisation’s expert in the field and be able to effectively lead a team during a crisis is critical for today’s communicator. This module will expose students to the latest practices in crisis communications bring used in the profession today. Students will learn from case studies and from current practising crisis communications experts. In addition, students will participate in hands-on crisis communication simulation in order to develop their skills in managing a crisis.

**NMC5324 Uses of Communication Research**
This module aims to help students learn how to conceptualise research questions and answer such questions by collecting and analysing relevant data. Students will learn essential skills on how to conceptualise problems and how to obtain and interpret relevant data. The module covers fundamental concepts in research design, instrumentation, data collection, and data analysis. The focus of this module is on problem solving through the application of communication research methods.

**NMC5235 Managing Corporate Reputation**
This module examines the relationship between communication and reputation and provides a comprehensive overview of research and best practices of reputation management based on stakeholders’ perspectives. Various communication strategies including CSR, Corporate Citizenship, and internal communication to help organisations develop and maintain reputation via both online and traditional media will be explored. With the awareness of today’s societal expectations of organisations, students will learn to conduct reputation audit for their organisations and develop effective reputation management strategies. Ethical considerations in reputation building will be discussed and case studies of best practices will be provided.
Electives – Data and Communication Specialisation

NMC5341 Visualising Data (tbc)
This foundational unit provides you with some fundamental knowledge and skills in data visualisation, such as design, techniques and methods for the visual communication of complex datasets. To produce the simplest bar graph and scatter plot to highly complex network diagrams requires an understanding of the principles of visual communication and data analytics. Across the communication and media industries there is a growing demand for communication specialists to be able to effectively communicate complex datasets to non-specialist audiences. You will learn how to make sense of data for diverse audiences through appropriate visual representation.

NMC5342 Introduction to Applied Social Media Analytics (tbc)
This foundational unit introduces the skills and knowledge necessary for data-driven insights into social media content. It introduces the theoretical perspectives and approaches for data analytics, and the standard social media analytic tools that are used in the industry for understanding and building engagement on social media platforms. The skills would have direct applications for careers in new media, public relations, journalism, and health communication. Students will learn how to analyse messages, channels and audiences and apply their learnings towards a final project report.

NMC5343 Introduction to Audience Analytics (tbc)
This foundational unit introduces basic understanding and reporting of the consumer and audience analytics that are valuable in most contemporary workplaces. This module will first familiarise students with the wide array of online audience/consumer analytics and their relation to specific marketing/communications situations. Next, it will familiarise them with the leading analytical approaches for evaluating audiences. Next, it will give them an overview of the range of analytics/tools that are important in forming today's consumer/audience related strategies. Finally, it will provide some hands-on experience with each of these objectives with mock or real datasets.

NMC5344 Coding for Communicators (tbc)
This foundational unit provides a hands-on approach to the field of computational communication. It is intended to help communication professionals to develop and apply programming skills to work with data, for future careers in human resource management, policy strategy, public relations, data-focused journalism, and scientific communication. Students will learn how to apply computational thinking for problem solving, and develop foundation skills in languages like R or Python for the purpose of collecting, processing, and reporting data about people.
Electives - Global Media Communication Specialisation

**NMC5362 Media in Asia**
This module examines the Asian media industries in terms of their production, regulation, distribution, audiences and media genres as they undergo digital transformations and adapt to new audiences and markets. The media industries in Asia face particular challenges that are local, regional and global in nature in this phase of development. While it is not as mature as in Western countries, it is not a young industry either. These conditions are uniquely historical, political and cultural. Furthermore, it will examine how media, in return frame the conditions for engaging with social change including nation-building, development, globalisation and engagement with new international markets.

**NMC5364 Digital Journalism and Law**
Digital news and information is downloaded, circulated and consumed in new and unexpected ways. Trending items quickly go viral as a result of user actions, social media algorithms, and artificial bot nets. As a result, changes in news production and consumption practices are raising significant new legal issues. This module takes a holistic approach to understanding news and legal accountability in the era of digital news, examining contemporary news production, distribution, and consumption in light of these digital enhancements via case-studies, reports and research analysis. These issues are important for media industry professionals and policy makers to understand.

**NMC5367 The Global Audience**
Who or what is a global audience? How are the meanings of commercial cultural products interpreted as they traverse the world? What are the dynamics at play between local audiences and global media products? How do media technologies alter relations between producers and consumers of popular cultural products? This module reflects on the open nature of media audiences and how they have been conceptualised by global media producers of TV, music and film. It explores how message makers or producers (artists, broadcasters, filmmakers, advertisers) try, and sometimes fail, to shape and adapt their messages for different social and cultural contexts.

**NMC5368 Media, Policy, and Markets**
Media policy has been a crucial instrument for governments to shape social and political climates, and more importantly, for organising global media industries within national boundaries. Nowadays, prolific personal social media and institutional media usage creates integral roles for media policy to play and administer. This module addresses the role of media policy from a transnational perspective in the contemporary digital media environment. Approaching policy from a perspective that emphasises the dynamics between the media industry and consumers enables it to investigate key parameters for producing, promoting, distributing, exhibiting, and consuming media outside of technical policy development confinements.
Other Electives

**NMC5304 Mentorship**
The Mentorship is a key experiential learning platform for our students who have more than two years of industry experience. This provides a formal opportunity for students to join organisations for a period of up to 20 weeks to take on a mentored position with a senior communications leader focused on areas that relevant to their field of study, research and/or specialisations. These leaders and organisations are vetted and approved by the Department, and the students’ positions must have relevance to the issues undertaken; involving the application of subject knowledge and theory in reflection upon the work will be assessed.

**NMC5305 Internship**
This Internship Module for Masters’ students is a key experiential learning platform for our students who have less than two years of experience in the industry. This provides a formal opportunity for students to join organisations for a period of 20 weeks to take on internship in positions and areas that are of direct relevance to their field of study, research and/or specialisations. These organisations are vetted and approved by the CNM Department, and their positions must have relevance to the issues undertaken; they involve the application of subject knowledge and theory in reflection upon the work will be assessed.