



# Curtin Mauritius

BACHELOR OF COMMUNICATIONS

WEB MEDIA & DIGITAL

EXPERIENCE COMMUNICATION

## ABOUT THE DEGREE

Communication professionals are multi-talented experts who can communicate information across the media and corporate landscape to a large number of people.

This broad-based degree will give you training for traditional media and communication roles, but will also prepare you for emerging job roles that may not yet exist in these fields.

You'll cover a range of subjects in media, design and business, giving you foundational knowledge in media and corporate communications, and the scope to specialise in two fields of your choice.

During the course, you'll develop your critical thinking and practical skills, using commercial-level equipment to produce work for print, radio, film, television and online media.

You'll build an extensive portfolio of work and have opportunities to connect with industry professionals, so you can graduate ready for a range of positions in the communications industry.

In your first year you'll be introduced to the different spokes of communications and study optional units that reflect or refine your learning in specific communication areas.

In your second and third years, you'll choose two specialisations to study. Please consult our different factsheets for choice of specialisations.

## ABOUT CURTIN UNIVERSITY

Curtin University is an innovative, global university, with campuses in Perth, Mauritius, Dubai, Singapore and Malaysia. We are known for our high-impact research, strong industry partnerships and commitment to preparing students for jobs of the future.

Curtin is ranked in the top one per cent of universities worldwide in The Academic Ranking of World Universities (ARWU) 2020 and has received a five star rating in the QS Stars University Ranking 2019.

The university is ranked below 100 worldwide in the following 7 areas:

Mining and Mineral Engineering, Hospitality and Tourism Management, Earth Sciences, Chemical Engineering, Nursing, Remote sensing and Education.

Make tomorrow better.

[curtinmauritius.ac.mu](http://curtinmauritius.ac.mu)

## COURSE ESSENTIALS

### BACHELOR OF COMMUNICATIONS (WEB MEDIA AND DIGITAL EXPERIENCE COMMUNICATION)

#### Course entry requirements

- Satisfy the minimum academic entry requirements and
- Meet the minimum English competency level.

Experience in the field for the purposes of Credit for Recognised Learning (CRL) will be assessed on an individual basis.

#### Foundation Program

Candidates who do not meet all entry requirements can apply for the Foundation Program in order to gain admission to the Bachelor degree

#### Duration

The programme is run over three years (six semesters)

#### Intake

February and August

#### Application procedures

Candidates must complete the application form available at Curtin Mauritius Future Student Centre and must submit relevant copies of the following documents:

- Copies of educational qualifications
- Two passport - size photographs
- Copy of National Identity Card and Birth Certificate

(The originals of the above documents are needed for certification purposes)

## COURSE STRUCTURE (24 UNITS)

| COMMON CORE 12 UNITS   | UNIT CODE |
|--|-----------|
| Academic and Professional Communications                           | COMS1010  |
| Culture to Cultures  | COMS1003  |
| Engaging Media   | COMS1001  |
| Introduction to Screen Industries                                  | SPRO1000  |
| Discovering Marketing  | MKTG1000  |
| Design Computing   | GRDE1004  |
| Digital Design 1   | GRDE1016  |
| Web Communications   | NETS1001  |
| Consuming Culture  | COMS2000  |
| Asian Media in Transition  | COMS2001  |
| Media and Communications Capstone<br>(equivalent to 2 study units) | COMS3001  |
| ELECTIVE 4 UNITS   |           |
| Select four elective units   |           |

## WEB MEDIA SPECIALISATION

This specialisation provides a pathway into employment in the rapidly expanding field of web-based media and communications, from web production to online community management. It emphasises social media and networking, and all units involve practical components as well as the core concepts to put you at the forefront of web media.

| 4 UNITS                                | UNIT CODE |
|--|-----------|
| Digital Culture and Everyday Life      | NETS1000  |
| Web Media                              | NETS2000  |
| Writing on the Web                     | NETS2001  |
| Social Media, Communities and Networks | NETS2002  |

## DIGITAL EXPERIENCE COMMUNICATION SPECIALISATION

This specialisation provides you with a comprehensive theory- and practice- based education in website design, user interaction/ experience design (UI/UX) and app design. In this specialisation you will use digital technologies to develop forward-thinking and innovative solutions to real-world problems.

| 4 UNITS           | UNIT CODE |
|-------------------|-----------|
| Web Design 1      | GRDE2011  |
| UX Design 2       | ICTE2002  |
| Multimodal Design | GRDE2040  |
| Web Design 2      | GRDE2013  |
| OR                |           |
| UX Design 1       | GRDE1018  |

**Note:** Not all electives will be offered each semester. Curtin Mauritius reserves the right to offer only selective electives. A list of recommended electives will be provided at the beginning of each semester.

## For more information:

### PLEASE CONTACT THE FUTURE STUDENTS CENTRE

study@curtinmauritius.ac.mu

TELFAIR,  
MOKA,  
MAURITIUS

(230) 401 65 11  
(230) 433 30 05

curtinmauritius.ac.mu

**Disclaimer:** Please note that Curtin Mauritius reserves the right to change the content and method of assessment, to change or alter tuition fees and any unit of study, to withdraw any unit enrolment in any unit or program and/ or to vary arrangements for any programme

**Course Structure Disclaimer:** Curtin University reserves the right to alter the internal composition of any course to ensure learning outcomes retain maximum relevance. Any changes to the internal composition of a course will protect the right of students to complete the course within the normal time frame and will not result in additional cost to students through a requirement to undertake additional units.

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**Note:** To qualify for a degree 600 Credits (or 24 study units) must be obtained, within the appropriate combination of study units as prescribed in the curriculum. No exit certificate is awarded.

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