



# Curtin Mauritius



# BACHELOR OF COMMUNICATIONS

## PROGRAM OVERVIEW

The Bachelor of Communications is designed to provide students with a highly comprehensive skill set in digital marketing, media/film production and strategic branding. This unique program combines cutting-edge theoretical knowledge with practical skills preparing graduates for dynamic careers in multiple communication related industries including: social/digital media management, marketing or corporate film production. Graduates of this degree are in high demand by industry with a graduate employment rate of over 86%.

## PROGRAM OBJECTIVES

1. **Marketing Management:** Provide a deep understanding of brand development and management to build and maintain strong brand identities as well as project management
2. **Digital Media Production:** Train students in creating high-quality digital content, including video, graphics, and interactive media.
3. **Social Media Mastery:** Enable students to manage and leverage social media platforms for marketing and brand engagement.

## CAREER POSSIBILITIES

Marketing, Branding or Advertising professional, Community Manager, Digital Content Creator, Event Coordinator

## 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) 2023 and has received a five star plus rating in the QS Stars University Ranking 2023.

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.**



For more information, please visit:  
[curtinmauritius.ac.mu](http://curtinmauritius.ac.mu)



## COURSE ESSENTIALS

### BACHELOR OF COMMUNICATIONS

#### 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 July

#### 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)

#### Required Design/Editing Software:

Adobe Suite

## COURSE STRUCTURE (24 UNITS)

UNIT TITLE	UNIT CODE
Academic and Professional Communications	COMS1010
Culture to Cultures	COMS1003
Discovering Marketing	MKTG1000
Design Computing	GRDE1004
Engaging Media	COMS1001
Web Communications	NETS1001
Introduction to Screen Industries	SPRO1000
Consumer Behaviour	MKTG2004
Media, Culture and Consumption	COMS2000
Managing Social Media Platforms	MKTG2006
Marketing Intelligence	MKTG2005
Studio Production	SPRO2000
Asian Media in Transition	COMS2001
Introduction to Screenwriting	SCWR2000
Digital Design 1	GRDE1016
Creating Content and Marketing Briefs	MKTG3010
Digital Marketing and E-Commerce	MKTG3003
Creative Documentary and Actualities	SPRO2004
UX Business Optimization	MKTG2007
Business Internship	MKTG3009
Brand Management	MKTG2001
Community Media Production	SPRO3004
Media and Communications Capstone (equivalent to two units)	COMS3001

For more information:

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

#### PLEASE CONTACT THE FUTURE STUDENTS CENTRE

[study@curtinmauritius.ac.mu](mailto:study@curtinmauritius.ac.mu)

TELFAIR,  
MOKA,  
MAURITIUS

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

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**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

Cohorts will only commence if numbers reach the minimum number of students required.

**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.

**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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