

Curtin University
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. **Corporate Screen Production:** Gain expertise in producing, directing, and editing high-quality videos and media content that meet industry standards.
3. **Creative Digital Skills:** Develop skills in design and web communication while learning to effectively use social media and digital platforms for marketing and communication.

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, Malaysia and Colombo. 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 2024) and has received a five star plus rating in the QS Stars University Ranking 2025.

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

CRICOS Provider Code: 00301J



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

Note:

- Course fees do not include the cost of required software licenses where applicable
- Windows-based laptops are required for broader software compatibility.

COURSE STRUCTURE (24 UNITS)

UNIT TITLE	UNIT CODE
Sustainability Communication and Action	ENST1001
Culture to Cultures	COMS1003
Discovering Marketing	MKTG1000
Design Computing	GRDE1004
Engaging Media	COMS1001
Web Communications	NETS1001
Introduction to Screen Practice	SPRO1000
Consumer Behaviour	MKTG2004
Media, Culture and Consumption	COMS2000
Managing Social Media Platforms	MKTG2006
Marketing Intelligence *	MKTG2005
Studio Production	VISA2031
Asian Media in Transition	COMS2001
Introduction to Screenwriting	VISA2029
Motion Design Studio	GRDE1028
Creating Content and Marketing Briefs *	MKTG3010
Digital Marketing and E-Commerce *	MKTG3003
Creative Documentary and Actualities	VISA2033
Integrated Marketing Communication	MKTG2000
Business Internship *	MKTG3009
Brand Management	MKTG2001
Corporate Community Media Production	VISA3026
Media and Communications Capstone (equivalent to two units)	COMS3001

*** Electives**

For more information: curtinmauritius.ac.mu

PLEASE CONTACT THE
FUTURE STUDENTS CENTRE

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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

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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