

School of Management and Communication



More Insights
More Impact

**BE SO
MUCH
MORE!**

#DiscoverRP

SET YOUR EXPECTATIONS HIGH BECAUSE WE WILL MEET THEM, AND MORE

Enter a world of learning and discovery with us as you acquire essential skills that will stay with you for life!

Republic Polytechnic (RP)'s holistic curriculum prepares you to take on real-life challenges and be ready for the dynamic working world when you graduate. Guided by experienced lecturers, you will have the opportunity to solve real-world problems while working in teams. With RP's Problem-based Learning approach, you will gain critical thinking, problem-solving and communication skills. These are pivotal skillsets that will help you to overcome challenges that you might face in the future.

Our internship programmes and industry partnerships will give you a taste of the working world, where you will gain valuable work experience and establish a network of contacts even before you graduate.

Your education in RP will help open up a world of possibilities and lifelong learning!

Get ready to discover your potential, achieve your dreams and embrace a transformative experience right here at RP because **we are so much more.**

DISCOVER



WIDE RANGE OF PROGRAMMES

Choose from a variety of full-time diploma and lifelong learning courses from our seven schools



100% INTERNSHIP PLACEMENT

Gain real-world working experience with our established network of industry partners



STATE-OF-THE-ART FACILITIES

Resources that add to the top-notch experience

A distinctive and rigorous curriculum ensures that you are more than ready to shine in your chosen career. But we know you are looking for more than just robust instruction, so look forward to enriching your experience at RP with:



OVERSEAS STUDY TRIPS

A whole world waiting to be explored and to learn from



COMMUNITY-BASED PROJECTS

Create positive impact in local and global communities



>80 CO-CURRICULAR ACTIVITIES

Indulge your interests or try something new



3 ACCLAIMED ARTS & MUSIC FESTIVALS

Held yearly to expand your cultural horizons

HIT THE GROUND RUNNING

Keen to reach the peak of success and flourish in a contemporary workforce?

At **RP School of Management and Communication (SMC)**, you will develop an entrepreneurial mindset and be well-equipped with crucial communication skills to drive growth.

Turn your valuable insights into winning strategies to make an impact!



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18 MASS COMMUNICATION

ABOUT SCHOOL OF MANAGEMENT AND COMMUNICATION



PASSIONATE in making an impact on today's ever-changing and fast-paced business environment? Join RP School of Management and Communication (SMC) where you will be transformed into a savvy business and communications professional who can integrate confidently into the working world. You will be able to impact lives and businesses, implementing effective campaigns and sustainable strategies with confidence.

You will be supported by dedicated lecturers who are industry experts in their fields. In addition, look forward to gaining a head start with our strong industry partnerships offering real-world opportunities and insights into trends and technologies. The energy never wanes at SMC — get your boost right here.

Wanting to fulfil your dream of curating winning content on various platforms, or simply wanting to understand consumer trends? Do you aspire to do more for the community or are you interested in talent management? Join SMC to make that impact wherever you go.

We embrace creative talents, ardent entrepreneurs and social souls alike, opening doors wherever your passion takes you.


Start with the Common Business Programme, or delve straight into one of our broad-ranging business diplomas in:

- Business
- Consumer Behaviour & Research
- Human Resource Management with Psychology
- Mass Communication



MINIMUM ENTRY REQUIREMENTS

School of Management and Communication (SMC)	Aggregate Type	Minimum Entry Requirements / Grade
Diploma in: <ul style="list-style-type: none"> Mass Communication (R32) 	ELR2B2-A	a) English Language: B4 b) Mathematics (Elementary/Additional): D7 c) Any one of the 1 st group of Relevant Subjects for the ELR2B2-A Aggregate Type: C6 <ul style="list-style-type: none"> Art Business Studies Combined Humanities Economics Geography Higher Art Higher Music History Humanities (Social Studies, Literature in English) Humanities (Social Studies, Literature in Chinese) Humanities (Social Studies, Literature in Malay) Humanities (Social Studies, Literature in Tamil) Humanities (Social Studies, History) Humanities (Social Studies, Geography) Intro to Enterprise Development Literature in English Literature in Chinese Literature in Malay Literature in Tamil Media Studies (English) Media Studies (Chinese) Music
Diploma in: <ul style="list-style-type: none"> Business (R60) Consumer Behaviour & Research (R48) Human Resource Management with Psychology (R52) Common Entry Programme in: <ul style="list-style-type: none"> Business (R57) <p><i>This course is jointly offered by SMC and SOH.</i></p>	ELR2B2-B	a) English Language: C6 b) Mathematics (Elementary/Additional): C6 c) Any one of the 2 nd group of Relevant Subjects for the ELR2B2-B Aggregate Type: C6 <ul style="list-style-type: none"> Art Business Studies Combined Humanities Economics Geography Higher Art Higher Music History Humanities (Social Studies, Literature in English) Humanities (Social Studies, Literature in Chinese) Humanities (Social Studies, Literature in Malay) Humanities (Social Studies, Literature in Tamil) Humanities (Social Studies, History) Humanities (Social Studies, Geography) Intro to Enterprise Development Literature in English Literature in Chinese Literature in Malay Literature in Tamil Media Studies (English) Media Studies (Chinese) Music Principles of Accounts

 For the latest updates on entry requirements, visit www.rp.edu.sg/smc

HEAR FROM OUR INDUSTRY PARTNERS

“The Diploma in Business (DBIZ) is a forward-thinking programme that equips students with a solid business foundation as well as the knowledge and skillsets needed to excel in today's rapidly changing environment.”

Mr Chia Boon Chong

Director, Group Sustainability
Singtel

“I strongly endorse RP's Diploma in Human Resource Management with Psychology (DHRMP) as it will prepare graduates for a disruptive business context that requires rapid application of the knowledge and skills attained during the programme.

The close integration of the RP curriculum to the challenges in the industry will prepare graduates to be relevant and ensure that they adopt lifelong learning to thrive in the dynamic Human Resource profession!”

Ms Carmen Wee

Board Member, Home Team Science &
Technology Agency
Institute for Human Resource Professionals,
Master Professional,
Institute for Human Resource Professionals,
Member, Digital and Technology Committee

“Market intelligence and consumer behavioural insights are critical for data-driven business strategy making.

RP's Diploma in Consumer Behaviour & Research (DCBR) is highly recommended for those who are serious about learning how to use market research in achieving business goals and transforming insights into results.”

Ms Ana Lei

Head of Marketing
ABR Holdings Ltd

“We've had RP interns with us in Brand Management and Data Strategy roles. They're creative, passionate, street-smart, and dependable. It's always a pleasure to have them as part of our team.”

Ms Mandy Goh

Talent Development Director
TBWA\Singapore

HEAR FROM OUR GRADUATES

“ The diploma course had an updated and comprehensive curriculum that equipped me with valuable skills that are relevant to emerging growth areas such as digital marketing, psychology and data visualisation.

I gained valuable knowledge through working on projects, competitions, industry collaborations, and also through my internship programme. The dedication and commitment of my lecturers had also made a massive difference in my learning journey at RP. ”

Oliver excelled in his academic journey and was a recipient of various scholarships. He was also inducted into the Director's Roll of Honour for five semesters. An exemplary student, Oliver held the responsibility of a student leader in various capacities such as the Head of Publicity for RP18th Student Council and Diploma Head for Orientation Programme. Oliver also represented RP in the New York Times Asia Pacific Writing Competition in 2019, Singapore University of Social Science (SUSS) Brand Challenge in 2020 and Singapore Futures Youth Competition in 2021.

During his internship with a telco company, his impressive performance resulted in him leading a team to prepare marketing research proposals and pitches. In recognition of his contributions, Oliver was a recipient of the Republic Award in 2020 and RP's Board of Governors Award for the Most Outstanding Graduate of the Year 2022.



Oliver Sim Wenhui

Diploma in Consumer Behaviour & Research
2022 Graduate

“ I chose this course because I wanted to learn how businesses can help marginalised groups. At RP, I had many opportunities to champion real-world activities. One memorable accomplishment was leading a team to raise \$45,000 for #Youthempowered, a student-led project to tackle Fake News in Singapore.

Other notable activities include organising an outing to the zoo for 1,000 beneficiaries and conducting regular visits to the elderly living in rental apartments. Being able to positively impact the lives of others through these activities has always given me a strong sense of fulfilment! ”



Daniel Lim

Diploma in Social Enterprise Management
(now known as Diploma in Business)
2021 Graduate

An exemplary role model to his peers, Daniel was inducted into the Director's Roll of Honour for five consecutive semesters. He also achieved the Lee Foundation Scholarship in AY2019 and AY2020. Graduating with a GPA of 3.84, Daniel achieved seven module prizes, 16 Distinctions and three As throughout his three years in RP. As a testament to his outstanding achievements, he was also the proud recipient of the Board of Governors Award for the Most Outstanding Graduate of the Year 2021.

In recognition of Daniel's leadership ability as well as his dedication towards youth and community service, he received the National Youth Achievement Award (NYAA) (Gold) in 2020 from NYAA Council and the North West Outstanding All-Rounder Student Award 2020 from Northwest Community Development Council.



Ng Shi Jay, Gwendolyn

Diploma in Human Resource
Management with Psychology
2019 Graduate

“ Through the robust curriculum which I went through for my course, I’ve grown to be more confident in public speaking. It has also enabled me to become a more prolific writer.

The skills and practical experiences that I’ve gained as a business management undergraduate have given me the ability and confidence to contribute to society and the HR industry. ”

Gwendolyn's tenacity helped her excel in her course as well as in her internship. As a recipient of the BreadTalk Group Ltd Scholarship, Gwendolyn was also listed on the Director's Roll of Honour for six consecutive semesters.

“ The knowledge and skills that I acquired at RP have helped improve my skillset in marketing, especially in coming up with innovative solutions and digital business ideas. ”

As a Communication Executive with Marina Bay Sands, Alexandria was able to use the knowledge and skills acquired at RP to engage and communicate better. She learnt to understand the needs of various internal stakeholder segments and was able to deliver effective internal communication messages. Alexandria also completed the Specialist Diploma in Digital Business where she gained deeper knowledge in behavioural insights.



Alexandria Chin Rui Fang

Diploma in Consumer Behaviour & Research
2017 Graduate
Work-Study Post-Diploma
(Specialist Diploma in Digital Business)
2019 Graduate



Deepanraj Ganesan

Diploma in
Mass Communication
2016 Graduate

“ I had picked up practical learning experiences through my course, and these skills had given me a head start in the high-pressure environment of a newsroom. The knowledge and experiences I gained have enabled me to feel confident in my abilities to excel as a junior reporter. ”

Beyond academic pursuits, Deepanraj served as a Student Ambassador and the Editor of the campus newspaper. He could leverage skills learnt through his course to serve effectively as a leader. The course had also helped to hone his journalistic skills. Recognised for his outstanding performance during an internship with the sports desk at The Straits Times, Deepanraj was awarded the Singapore Press Holdings Scholarship to further his studies at NTU.

GAIN A MAJOR HEAD START WITH OUR MINORS



Scan to find out more!



Embark on exciting career pathways with versatile cross-sector skills, future-ready capabilities and gain a foothold in the most dynamic sectors!

Students from DHRMP, DCBR and DBIZ are not eligible for Minor in Business.

RP primes you for success in a VUCA (Volatile, Uncertain, Complex, and Ambiguous) world. Our Minor Programmes offer an additional area of study outside of your diploma's discipline* and are designed to make you a competitive player across diverse fields!

Create value, innovate and enhance systems, and drive change for a brighter future, wherever you choose to go!

Each Minor Programme consists of 12 Modular Credits (MCs) in total. You will need to take two extra modules on top of the requirements for your diploma.

2 Modules
(total of 4 MCs)



2 Modules
(total of 8 MCs)

Choose **two relevant modules** from the list of Freely Chosen Modules.

Choose **two modules** from the list for the respective Minor Programme.

Minor in BUSINESS

Equip yourself with real-world business skills that help you add value and generate profits for your organisation.

Select two modules from the list of Freely Chosen Modules in the Business category and two modules from the following list:

- B101** Entrepreneurship
- B109** Design Thinking for Business Innovation
- B215** Financial Accounting
- H323** Hospitality Revenue Management
- T262** Introduction to User Experience

Minor in DIGITALISATION

Develop your skills in digital technologies such as Augmented Reality (AR), Virtual Reality (VR) and IoT (Internet of Things) to enhance your organisation's business processes.

Select two modules from the list of Freely Chosen Modules in the Digitalisation category and two modules from the following list:

- C110** Programming Fundamentals I
- E115** Programming and Data Analysis
- E118** Fundamentals of Industrial Internet of Things
- H224** Customer Analytics
- T376** Design with Emerging Technology

Minor in SUSTAINABILITY

Be well-placed to help organisations make sustainability an integral part of their business strategy.

Select two modules from the list of Freely Chosen Modules in the Sustainability category and two modules from the following list:

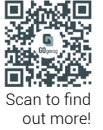
- A225** Earth and Climate Science
- A324** Resource Management and Circular Economy
- E315** Energy Management and Sustainability
- H228** Sustainability in Events
- T378** Spatial and Environment Design

*Your chosen Minor Programme has to be differentiated from your diploma course. You will still be required to fulfil the graduation requirements for your diploma.

For more information, visit www.rp.edu.sg/minor-programmes

COMMON BUSINESS PROGRAMME

R57



Scan to find out more!

EVEN BEFORE MAKING YOUR CHOICE OF DIPLOMA, YOU CAN GET DOWN TO BUSINESS WITH OUR COMMON BUSINESS PROGRAMME (CBP).

- With more time to explore, you can discover your interests
- Gain insights to the Business and Hospitality sectors
- Eight diplomas from two RP Schools to choose from



General Modules

- Communication in the Global Workplace
- Critical Thinking and Problem Solving Skills
- ECG I: Exploring the Future of Work
- Innovation and Practice
- Life Skills I
- Life Skills II
- Singapore, the World and I

Discipline Modules

- Marketing
- Microeconomics

From the second semester, you will study the modules that are allocated to a specific diploma programme from SMC or SOH.



ABOUT THE PROGRAMME

In the varied and dynamic world of business, where does one focus? The CBP allows you to have a preview of what the School of Management and Communication (SMC) and the School of Hospitality (SOH) have to offer during the first semester of your first year.

During your course of study, you will acquire transferable skills and fundamental business principles that can be readily applied to real-life situations, effectively preparing you for your future career development.

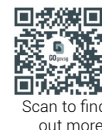
RP's Education and Career Guidance activities will further help you decide what is best for you from SMC's and SOH's diploma programmes.

SMC

- Diploma in Business (R60)
- Diploma in Consumer Behaviour & Research (R48)
- Diploma in Human Resource Management with Psychology (R52)

SOH

- Diploma in Customer Experience Management with Business (R34)
- Diploma in Hotel & Hospitality Management (R37)
- Diploma in Integrated Events Management (R28)
- Diploma in Restaurant & Culinary Operations (R46)
- Diploma in Tourism Management with Technology (R64)



Scan to find out more!

SHAPING BUSINESS LEADERS OF TOMORROW FOR THE DIGITAL AND SUSTAINABLE ERA.

- Future-proof yourself with a solid business programme with dual specialisations in sustainability and digitalisation
- Harness digitalisation strategies to transform business products and create compelling customer experiences that drive business growth
- Intern with industry leaders such as CapitaLand, Ernst & Young, OCBC, and UOB



General Modules

- Communication in the Global Workplace
- Critical Thinking and Problem Solving Skills
- ECG I: Exploring the Future of Work
- ECG II: Becoming Future-Ready
- Innovation and Practice
- Life Skills I
- Life Skills II
- Life Skills III
- Singapore, the World and I

Discipline Modules

- Business and Sustainability
- Business Law
- Data Analytics and Visualisation
- Design Thinking for Business Innovation
- Digital Marketing and eCommerce
- Digital Media Communication
- Entrepreneurship
- Financial Accounting
- Macroeconomics
- Management Accounting
- Marketing
- Microeconomics
- Organisational Behaviour
- Understanding the Society

Elective Modules

Select one module from the list below:

- Consumer Behaviour
- Human Resource Management
- Inclusive Physical Activity
- International Business

Specialisation Modules

- Business and Impact Assessment
- Digital Business Strategies
- Ecommerce Operations
- Sustainable Finance

Industry Orientation Programme

- Project

Select one module from the list below:

- Corporate Innovation Immersion Programme
- Entrepreneurial Immersion Programme
- Industry Immersion Programme

Freely Chosen Modules

Students need to either select the Special Project module or select two modules from a list of Freely Chosen Modules.

CAREER OPPORTUNITIES

As a Diploma in Business (DBIZ) graduate, you may look forward to an exciting career in roles such as:

- Accounts Executive
- Brand Executive
- Business Development Executive
- Digital Marketing Executive
- ESG and Sustainability Executive
- eCommerce Executive
- Finance and Administration Officer
- Sponsorship Executive



ABOUT THE DIPLOMA

Diploma in Business (DBIZ) is a transformative business programme with dual specialisations in digitalisation and sustainability, designed to propel you into the dynamic world of business.

Aspire to create sustainable businesses and harness digitalisation strategies to drive the success of any business?

Our curriculum is designed to cultivate business acumen, enabling students to spot opportunities and build sustainable businesses that balance profit with environmental, social and governance goals. We foster business leaders who utilise data and digital technology to drive business decision-making, in order to transform business products and create compelling customer experiences.

DBIZ takes you beyond the classroom with exposure to international internship opportunities and opportunities to work on real-world projects with industry leaders. Join us at DBIZ, where we create tomorrow's leaders for the digital and sustainable era.

FURTHER STUDIES

Discover exciting opportunities for further studies!

Upon completion of your DBIZ studies, you can pursue business and social sciences degree programmes at local or overseas universities.

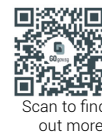
Arts / Social Sciences

- Bachelor of Arts / Social Sciences (Majors in Economics; Sociology; Social Work; and Politics, Law and Economics)

Business

- Bachelor of Accountancy
- Bachelor of Business
- Bachelor of Business Administration
- Bachelor of Business Management

DIPLOMA IN CONSUMER BEHAVIOUR & RESEARCH R48



Scan to find
out more!

BE A MARKETING ANALYST AND STRATEGIST.

- Discover consumer psychology that drive buying decisions in our state-of-the-art Consumer Insights Lab
- Join our overseas learning trips to explore cross-cultural consumer behaviours and find out how successful brands win over their consumers
- Experience exciting overseas or local internships with some of our renowned industry partners such as Changi Airport Group, Mediacorp, Kantar, and NielsenIQ



General Modules

- Communication in the Global Workplace
- Critical Thinking and Problem Solving Skills
- ECG I: Exploring the Future of Work
- ECG II: Becoming Future-Ready
- Innovation and Practice
- Life Skills I
- Life Skills II
- Life Skills III
- Singapore, the World and I

Discipline Modules

- Advanced Integrated Marketing Communications
- Business Statistics
- Consumer Behaviour
- Design Thinking for Business Innovation
- Entrepreneurship
- Introduction to Psychology
- Macroeconomics
- Marketing
- Microeconomics
- Qualitative Research Methods
- Quantitative Research Methods
- Social Psychology

Specialisation Modules

- Business Law
- Cognition and Applied Psychology
- Data Analytics and Visualisation
- Digital Marketing Analytics
- Digital Marketing and eCommerce
- International and Cross-Cultural Marketing

Elective Modules

Select one module from the list below:

- Customer Analytics
- Human Resource Management
- Organisational Behaviour
- Retail Management

Industry Orientation Programme

- Project

Select one module from the list below:

- Corporate Innovation Immersion Programme
- Entrepreneurial Immersion Programme
- Industry Immersion Programme

Freely Chosen Modules

Students need to either select the Special Project module or select two modules from a list of Freely Chosen Modules.

CAREER OPPORTUNITIES

As a Diploma in Consumer Behaviour & Research (DCBR) graduate, you can enter the exciting fields of marketing, advertising, branding, and other customer-centric functions and take on roles such as:

- Advertising and Promotions Executive
- Brand Executive
- Business Development Executive
- Consumer Insights Executive
- Digital Marketing Executive
- Marketing Executive
- Social Media Executive



ABOUT THE DIPLOMA

The Diploma in Consumer Behaviour & Research (DCBR) is a business programme with a focus on marketing, consumer insights and psychology.

The programme equips you with in-demand and high-transferable skills in consumer insights, digital and e-commerce marketing, data visualisation, and psychology. You would gain opportunities to work on industry projects with companies and attain industry-recognised certificates.

With the skills acquired, you can look forward to a rewarding career in business, marketing or consumer insights, with opportunities spanning a range of industry sectors in local or international markets.

FURTHER STUDIES

Discover exciting opportunities for further studies!

DCBR graduates can choose to pursue business and social sciences programmes at local or overseas universities and may be eligible for exemptions at a number of institutions.

Business

- Bachelor of Business Management / Administration
- Bachelor of Commerce / Business (International Business)
- Bachelor of Commerce / Business (Management)
- Bachelor of Commerce / Business (Marketing)
- Bachelor of Economics
- Bachelor of Innovation and Entrepreneurship

Social Sciences

- Bachelor of Arts

DIPLOMA IN HUMAN RESOURCE MANAGEMENT WITH PSYCHOLOGY

R52



Scan to find out more!

TURN YOUR PASSION FOR PEOPLE TO TAKE ON A STRATEGIC ROLE TO SUPPORT BUSINESSES.

- Learn to interpret data using HR analytics and provide useful insights for decision making
- Gain industry experience through advanced industry research projects
- Be industry-ready by undergoing an overseas or local Industry Immersion Programme



General Modules

- Communication in the Global Workplace
- Critical Thinking and Problem Solving Skills
- ECG I: Exploring the Future of Work
- ECG II: Becoming Future-Ready
- Innovation and Practice
- Life Skills I
- Life Skills II
- Life Skills III
- Singapore, the World and I

Discipline Modules

- Cross Cultural Communication
- Financial Accounting
- Introduction to Counselling and Communication
- Macroeconomics
- Management Accounting
- Marketing
- Microeconomics
- Organisational Behaviour
- Social Psychology

Industry Orientation Programme

- Project

Select one module from the list below:

- Corporate Innovation Immersion Programme
- Entrepreneurial Immersion Programme
- Industry Immersion Programme

Specialisation Modules

- Asian Industrial Relations Environment
- Diversity and International Staff Management
- Employment Laws and Labour Relations
- HR Analytics and Technology
- Industrial - Organisational Psychology
- International Business
- Learning and People Development
- Organisational Development and Change Management
- Performance, Remuneration and Benefits
- Talent Acquisition and Management

Freely Chosen Modules

Students need to either select the Special Project module or select two modules from a list of Freely Chosen Modules.

CAREER OPPORTUNITIES

As a Diploma in Human Resource Management with Psychology (DHRMP) graduate, you are well-equipped to support the company's most valuable asset, i.e. employees, to be effective contributors to the business. Get ready to launch your career in roles such as:

HR Development

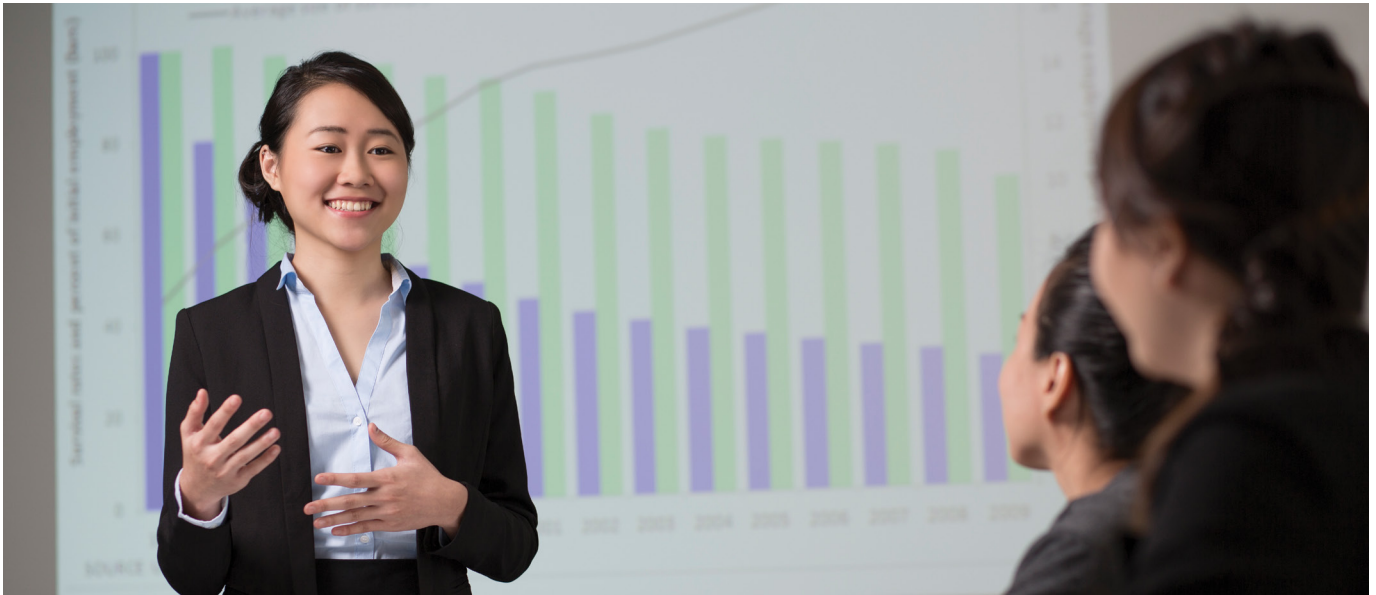
- Learning and Development Executive
- People and Culture Specialist
- People Operations Executive

HR Generalist

- Human Resource Executive/ Partner/Generalist

HR Management

- Employee Relations Specialist
- Remuneration and Benefits Analyst
- Resourcing Analyst/Talent Acquisition Partner
- Well-being Specialist



ABOUT THE DIPLOMA

With the broad-based Diploma in Human Resource Management with Psychology (DHRMP) programme, you will enjoy the flexibility of making an impact in any industry with highly sought-after skills under your belt.

DHRMP helps you develop talent management skills in an international business landscape. You will be equipped with the understanding to cultivate a positive and productive workplace.

Topics such as cross-cultural communication, economics, accounting, employment laws, Asian industrial relations, HR analytics, organisational development, talent acquisition, diversity, performance management, total rewards, organisational behaviour, international business, and industrial-organisational psychology will be taught in this course.

You will also learn how to establish sustainable workplace practices to enable people and businesses to thrive. Through role-play exercises and embarking on internships, you will gain hands-on experiences to affirm your understanding.

FURTHER STUDIES

Discover exciting opportunities for further studies!

As a DHRMP graduate, you can pursue further education in business studies, arts and social sciences, and international studies at local and overseas universities such as:

- Bachelor of Arts (Cultural Studies/International Studies/Psychology)
- Bachelor of Business Administration
- Bachelor of Commerce
- Bachelor of Human Resource Management
- Bachelor of International Studies
- Bachelor of Management
- Bachelor of Social Sciences (Cultural Studies/International Studies/Psychology)
- Business-related degrees with specialisation in HR/International Business/Psychology

DIPLOMA IN MASS COMMUNICATION

R32



SHARE YOUR STORY AND IMPACT THE WORLD.

- Leverage traditional and digital communication tools to drive conversation, participation and create brand loyalty
- Learn how to provide strategic advice in managing an organisation's public image
- Undergo a 20-week Industry Immersion Programme with organisations such as Edelman, GroupM, Golin, Mediacorp, Ogilvy Public Relations, Shell Singapore, Singapore Press Holdings, and TBWA



General Modules

- Communication in the Global Workplace
- Critical Thinking and Problem Solving Skills
- ECG I: Exploring the Future of Work
- ECG II: Becoming Future-Ready
- Innovation and Practice
- Life Skills I
- Life Skills II
- Life Skills III
- Singapore, the World and I

Discipline Modules

- Advanced Integrated Marketing Communications
- Advanced Media Writing
- Basic Media Writing
- Consumer Behaviour
- Design Thinking for Business Innovation
- Digital Media Communication
- Digital Media Content Creation & Management
- Entrepreneurship
- Fundamentals of Integrated Marketing Communications
- Media Industry and Businesses
- Media Law and Ethics
- Media Research & Analytics
- Public Relations & Communications Management
- Video Storytelling & Production
- Visual Communication

Specialisation Modules

- Business Sustainability Communication
- Impact Journalism
- Media Practicum

Industry Orientation Programme

- Project

Select one module from the list below:

- Corporate Innovation Immersion Programme
- Entrepreneurial Immersion Programme
- Industry Immersion Programme

Elective Modules

Select one module from the list below:

- Business Law
- Data Analytics & Visualisation
- International & Cross-Cultural Marketing
- Multi-Platform Storytelling

Freely Chosen Modules

Students need to either select the Special Project module or select two modules from a list of Freely Chosen Modules.

CAREER OPPORTUNITIES

As a Diploma in Mass Communication (DMC) graduate, you can look forward to exciting careers in the media and creative industries. You will be well-positioned to take on roles such as:

Commercial Enterprises

- Corporate Communications Executive
- Marketing Communications Executive

Media and Creative Industry

- Advertising Executive
- Assistant Producer
- Digital Content Creator
- Journalist/Writer
- Public Relations Executive
- Social Media Executive



ABOUT THE DIPLOMA

Fulfil your dreams of becoming a multimedia storyteller and content strategist with the Diploma in Mass Communication (DMC).

DMC offers you a strong foundation across multiple media platforms including digital, print and broadcast.

You will become a creative communicator with a mediapreneurial mindset who is skilled in multimedia storytelling, and be able to create integrated communication solutions and content strategically derived from data analytics and trendspotting. You will also learn to tailor your messages to reach specific audiences for maximum impact and become an effective all-round communicator with strong digital media skills.

Pursue your passion and look forward to carving out a successful career with DMC.

FURTHER STUDIES

Discover exciting opportunities for further studies!

You can pursue a wide range of mass communication degrees including journalism, PR, broadcast, and film. You can also pursue your studies in the fields of social sciences, business and law at local or overseas universities such as:

Business

- Bachelor of Business Administration (Specialisation)
- Bachelor of Commerce
- Bachelor of Management (Marketing)

Mass Communication


- Bachelor of Arts (Mass Communication)
- Bachelor of Arts in Communication and Media Studies
- Bachelor of Communication
- Bachelor of Creative Arts


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