



PEGASO

Università Telematica

D.M. 20 04 2006 G.U. n° 118 del 23 05 2006

MASTER LEVEL I

Communication and Media Studies

1ST Edition

1500 hours 60 ECTS

Academic Year 2021/2022

MA1327



Title	Communication and Media Studies
Edition	1 ST Edition
Area	INTERNATIONAL
Category	MASTER
Level	Level I
Academic Year	2021/2022
Duration	One year, 1500 hours, 60 ECTS
Objectives	<p>This postgraduate MASTER course aims to train current and future professionals interested in contributing to the communication and media sectors. The programme deals with a wide range of conventional and new topics, including the developments in digital communications, social media, as well as the increasing focus on visuals as important communication tools.</p> <p>Through this programme, students will be provided with the critical and technical skills needed to navigate the ever-evolving communication and media industry effectively.</p>
Directors	Prof. Benny Lim
Steering Committee	<p>Dr. Chua Lian Choon</p> <p>Dr. Wong Lee Sa</p>
Teaching Coordinator	Prof. Ser Shaw Hong
Target audience	Media and advertising practitioners, branding and marketing communications managers/executives, creative designers, communication and media studies lecturers, media producers, social media specialists, arts and social sciences undergraduates.

<p>Contents</p>	<table border="1"> <thead> <tr> <th></th> <th>Topics</th> <th>Teacher</th> <th>ECTS</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Media, Culture, and Society</td> <td>Richard Chua</td> <td>8</td> </tr> <tr> <td>2</td> <td>Strategic Brand Management</td> <td>Wong Lee Sa</td> <td>8</td> </tr> <tr> <td>3</td> <td>International Journalism</td> <td>Richard Chua</td> <td>8</td> </tr> <tr> <td>4</td> <td>Digital Communication and Social Media</td> <td>Benny Lim</td> <td>6</td> </tr> <tr> <td>5</td> <td>Media Planning and Advertising Management</td> <td>Wong Lee Sa</td> <td>8</td> </tr> <tr> <td>6</td> <td>Visual Communication</td> <td>Ser Shaw Hong</td> <td>8</td> </tr> <tr> <td>7</td> <td>Research Methods</td> <td>Benny Lim</td> <td>5</td> </tr> <tr> <td>8</td> <td>Final Dissertation</td> <td>Benny Lim</td> <td>9</td> </tr> <tr> <td colspan="3" style="text-align: right;">Total</td> <td>60</td> </tr> </tbody> </table>		Topics	Teacher	ECTS	1	Media, Culture, and Society	Richard Chua	8	2	Strategic Brand Management	Wong Lee Sa	8	3	International Journalism	Richard Chua	8	4	Digital Communication and Social Media	Benny Lim	6	5	Media Planning and Advertising Management	Wong Lee Sa	8	6	Visual Communication	Ser Shaw Hong	8	7	Research Methods	Benny Lim	5	8	Final Dissertation	Benny Lim	9	Total			60
	Topics	Teacher	ECTS																																						
1	Media, Culture, and Society	Richard Chua	8																																						
2	Strategic Brand Management	Wong Lee Sa	8																																						
3	International Journalism	Richard Chua	8																																						
4	Digital Communication and Social Media	Benny Lim	6																																						
5	Media Planning and Advertising Management	Wong Lee Sa	8																																						
6	Visual Communication	Ser Shaw Hong	8																																						
7	Research Methods	Benny Lim	5																																						
8	Final Dissertation	Benny Lim	9																																						
Total			60																																						
<p>Activities</p>	<p>The delivery of the Master's contents is carried out through the e-learning platform, accessible 24/7. Such e-learning pattern foresees a training path, provided with assistance and access to teaching materials especially developed, accessible online, and to a range of interactive educational activities. Lecturers will also interact with the students and assist in any academic matters.</p>																																								
<p>Committments</p>	<p>Students are expected to:</p> <ul style="list-style-type: none"> • study the didactic material specifically arranged; • participate in online activities; • successfully pass the evaluation tests delivered on the Pegaso Online Platform; • successfully meet the required learning outcomes of each module as stated in course outline in order to pass the assignments; • revise the assignments according to the lecturers' comments in an event of the failure to meet one or more of the learning outcomes for each module; • successfully pass the final dissertation in presence at any of approved exam locations. 																																								
<p>Access Qualifications</p>	<ul style="list-style-type: none"> • The following access qualifications are required: • Bachelor Degree or equivalent Level 6 qualifications. 																																								
<p>Enrolment terms</p>	<p>Enrolment always open</p>																																								
<p>Terms and Conditions</p>	<p>L'amministrazione si riserva l'attivazione del Corso Postlaurea: http://www.unipegaso.it/docs/mancata_attivazione.pdf</p> <p>L'iscrizione comporta l'accettazione del Regolamento sulle condizioni d'utilizzo, riportate alla pagina: http://www.unipegaso.it/docs/cond_util_post.pdf</p>																																								

Enrolment fees

€ 2500,00

to which are added € 116 for service contribution

Il pagamento è in un'unica soluzione o, alternativamente, in tre rate così distribuite

	Instalment	Deadline
1	1100€ + € 116 per spese di bollo	at the time of registration
2	700€	after 1 st month of the enrolment
3	700€	after 2 nd month of the enrolment

€ 2000,00

to which are added € 116 for service contribution

Only for students enrolled through affiliated Institutions POU BEACON
Il pagamento è in un' unica soluzione o, alternativamente, in tre rate così distribuite

	Instalment	Deadline
1	800€ + € 116 per spese di bollo	at the time of registration
2	600€	after 1 st month of the enrolment
3	600€	after 2 nd month of the enrolment

<p>Payment modalities</p>	<p>There are two possible payment modalities:</p> <ul style="list-style-type: none">• The payment of the total amount/first instalment can be made by bank transfer, effected from THE APPLICANT ONLY, at the following bank account details:<p>UNIVERSITÀ TELEMATICA PEGASO</p><p>Banca Generali</p><p>IBAN: IT 44 M 03075 02200 CC8500647145</p><p>BIC/SWIFT CODE: BGENIT2T</p><ul style="list-style-type: none">• The payment can be made online through the online payment portal on the platform.<p>Please, indicate in the reason of payment your Name, Surname, a copy of the proof of payment and the master's code: MA1327</p>
<p>Further information</p>	<p>For any further information, please send an email at:</p> <ul style="list-style-type: none">• international@unipegaso.it• Master_CMS@unipegaso.it