



**PEGASO**

Università Telematica

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

**MASTER LEVEL I**

**Communication and Media Studies**

**1<sup>ST</sup> Edition**

**1500 hours 60 ECTS**

**Academic Year 2022/2023**

**MA1424**



<b>Title</b>	Communication and Media Studies
<b>Edition</b>	1 <sup>ST</sup> Edition
<b>Area</b>	
<b>Category</b>	MASTER
<b>Level</b>	Level I
<b>Academic Year</b>	2022/2023
<b>Duration</b>	One year, 1500 hours, 60 ECTS
<b>Objectives</b>	<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>
<b>Directors</b>	Kok Wai Benny Lim
<b>Steering Committee</b>	<p>Dr. Chua Lian Choon</p> <p>Dr. Wong Lee Sa</p>
<b>Teaching Coordinator</b>	Dr. Wong Lee Sa
<b>Teachers</b>	<p><b>Managing Director</b> – Prof. Benny Lim</p> <p><b>Didactic Coordinators</b> – Dr. Chua Lian Choon</p> <p style="text-align: right;">Prof. Ser Shaw Hong</p>

<p><b>Target audience</b></p>	<p>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>																																								
<p><b>Contents</b></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 (12hrs)</td> <td>Richard Chua</td> <td>8</td> </tr> <tr> <td>2</td> <td>Strategic Brand Management (12hrs)</td> <td>Wong Lee Sa</td> <td>8</td> </tr> <tr> <td>3</td> <td>International Journalism (12hrs)</td> <td>Richard Chua</td> <td>8</td> </tr> <tr> <td>4</td> <td>Digital Communication and Social Media (10hrs)</td> <td>Benny Lim</td> <td>6</td> </tr> <tr> <td>5</td> <td>Media Planning and Advertising Management (15hrs)</td> <td>Wong Lee Sa</td> <td>8</td> </tr> <tr> <td>6</td> <td>Visual Communication (12hrs)</td> <td>Ser Shaw Hong</td> <td>8</td> </tr> <tr> <td>7</td> <td>Research Methods (2hrs)</td> <td>Benny Lim</td> <td>5</td> </tr> <tr> <td>8</td> <td>Final Dissertation (15hrs of supervision)</td> <td>Benny Lim</td> <td>9</td> </tr> <tr> <td colspan="3" style="text-align: right;"><b>Total</b></td> <td><b>60</b></td> </tr> </tbody> </table>		Topics	Teacher	ECTS	1	Media, Culture, and Society (12hrs)	Richard Chua	8	2	Strategic Brand Management (12hrs)	Wong Lee Sa	8	3	International Journalism (12hrs)	Richard Chua	8	4	Digital Communication and Social Media (10hrs)	Benny Lim	6	5	Media Planning and Advertising Management (15hrs)	Wong Lee Sa	8	6	Visual Communication (12hrs)	Ser Shaw Hong	8	7	Research Methods (2hrs)	Benny Lim	5	8	Final Dissertation (15hrs of supervision)	Benny Lim	9	<b>Total</b>			<b>60</b>
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<p><b>Activities</b></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><b>Committments</b></p>	<p>Students are expected to:</p> <ul style="list-style-type: none"> <li>• study the didactic material specifically arranged;</li> <li>• participate in online activities;</li> <li>• successfully pass the evaluation tests delivered on the Pegaso Online Platform;</li> <li>• successfully meet the required learning outcomes of each module as stated in course outline in order to pass the assignments;</li> <li>• 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;</li> <li>• successfully pass the final dissertation in presence at any of approved exam locations.</li> </ul>																																								
<p><b>Access Qualifications</b></p>	<ul style="list-style-type: none"> <li>• The following access qualifications are required:</li> <li>• Bachelor Degree or equivalent Level 6 qualifications.</li> </ul>																																								
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<p><b>Terms and Conditions</b></p>	<p>The administration department reserves the right to activate the Postgraduate Course: <a href="https://docs.unipegaso.it/postlaurea/mancata_attivazione.pdf">https://docs.unipegaso.it/postlaurea/mancata_attivazione.pdf</a></p> <p>By enrolling in this course, you accept and agree to abide by the following Terms and Conditions of Use: <a href="https://docs.unipegaso.it/postlaurea/cond_util_post.pdf">https://docs.unipegaso.it/postlaurea/cond_util_post.pdf</a></p>																								
<p><b>Enrolment fees</b></p>	<p style="text-align: center;"><b>€ 2500,00</b> to which are added € 116 for service contribution to be added as secretarial fees</p> <table border="1" data-bbox="528 589 1481 772"> <thead> <tr> <th></th> <th>Instalment</th> <th>Deadline</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>1100€ + € 116 for service contribution</td> <td>at the time of registration</td> </tr> <tr> <td>2</td> <td>700€</td> <td>after 1<sup>st</sup> month of the enrolment</td> </tr> <tr> <td>3</td> <td>700€</td> <td>after 2<sup>nd</sup> month of the enrolment</td> </tr> </tbody> </table> <p style="text-align: center;"><b>€ 2000,00</b> to which are added € 116 for service contribution CONVENZIONE To be paid upon enrolment in a single instalment:</p> <table border="1" data-bbox="528 927 1481 1111"> <thead> <tr> <th></th> <th>Instalment</th> <th>Deadline</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>800€ + € 116 for service contribution</td> <td>at the time of registration</td> </tr> <tr> <td>2</td> <td>600€</td> <td>after 1<sup>st</sup> month of the enrolment</td> </tr> <tr> <td>3</td> <td>600€</td> <td>after 2<sup>nd</sup> month of the enrolment</td> </tr> </tbody> </table>		Instalment	Deadline	1	1100€ + € 116 for service contribution	at the time of registration	2	700€	after 1 <sup>st</sup> month of the enrolment	3	700€	after 2 <sup>nd</sup> month of the enrolment		Instalment	Deadline	1	800€ + € 116 for service contribution	at the time of registration	2	600€	after 1 <sup>st</sup> month of the enrolment	3	600€	after 2 <sup>nd</sup> month of the enrolment
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<p><b>Payment modalities</b></p>	<p>There are two possible payment modalities:</p> <ul style="list-style-type: none"><li>• The payment of the total amount/first instalment can be made by bank transfer, effected <b>from THE APPLICANT ONLY</b>, at the following bank account details:<p><b>UNIVERSITÀ TELEMATICA PEGASO</b></p><p><b>Banca Generali</b></p><p><b>IBAN: IT 44 M 03075 02200 CC8500647145</b></p><p>BIC/SWIFT CODE: BGENIT2T</p><ul style="list-style-type: none"><li>• The payment can be made online through the online payment portal on the platform.</li></ul><p>Please, indicate in the reason of payment your Name, Surname, a copy of the proof of payment and the master's code: <b>MA1424</b></p></li></ul>
<p><b>Further information</b></p>	<p>For any further information, please send an email at:</p> <ul style="list-style-type: none"><li>• <a href="mailto:international@unipegaso.it">international@unipegaso.it</a></li><li>• <a href="mailto:Master_CMS@unipegaso.it">Master_CMS@unipegaso.it</a></li></ul>