

Mass Communication

EMPLOYEE PASS



Name : Jane Edwards
Age : 24
Designation: Manager
Graduated : Shelton College International
Partner of Staffordshire University
Course : Mass Communications

Bachelor of Arts (Hons) Mass Communication

Communication to target audiences requires the essential art of crafting the right messages for use in the appropriate media channel. Mass Communication today advocates the broadcast of specific messages to targeted audiences.

At Shelton, our Mass Communication programme provides students with not only insights to the profession, but stresses on the practical application of communication principles as well.

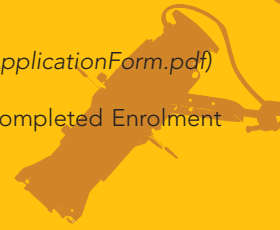


Shelton College International

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Email: enquiries@sheltonsc.com
www.sheltoncollege.edu.sg



ENROLMENT PROCEDURES



1. Complete the official enrolment form IN FULL . (Download form here: www.sheltonsc.com/docs/SchoolApplicationForm.pdf)
2. All documents in foreign languages must be officially translated into English. The submission of this completed Enrolment Form must be accompanied by the following documents:
 - Applicant's certified/notarized copy of Birth Certificate
 - Applicant's certified/notarized copies of ALL educational qualifications, transcripts, awards and certificates
 - Applicant's personal particulars page copy from passport
 - 6 recently taken passport-sized photographs
 - For visa-required countries ONLY, documentary proof of bank deposit of at least S\$30,000 for the last 6 months
 - Standard Student Contract, to be signed by the applicant, parents and their respective witnesses
(Download form here: www.sheltonsc.com/docs/Student_Contract.pdf)
 - Hostel Stay Application Form (if required)
(Download form here: http://www.sheltonsc.com/docs/Hostel_Application_Contract_Form.pdf)
3. Return with payment of Registration Fee of S\$535 (non-refundable) to Shelton College International, 1 Telok Blangah Rise, Singapore 098888 or email to enquiries@sheltonsc.com.

The Registration Fees can be paid via the alternatives below:

- (i) By demand draft (in Singapore Dollars only) made payable to Shelton College International, or
- (ii) By direct payment to the College's Singapore Bank Account:

Name : Shelton College International

A/C no: 501-818074-001

Bank : Overseas Chinese Banking Corporate Ltd - OCBC

Branch: North Bridge Branch, OCBC Centre 65, Chulia Street Singapore 049513

4. Conditional acceptance / Letter of Acceptance to the course applied for and pro-forma invoice will be issued to the applicant.
5. All outstanding fees are to be paid/telegraphically transferred to the College's Singapore bank account upon receipt of the applicant's in-principle approval of Student Pass letter by ICA.

About Staffordshire University

Staffordshire University is a large university located in Central England with about 12,000 full-time and 3,000 part-time students. It is situated on three main campuses: Stoke, Stafford and Lichfield. Staffordshire University, like Shelton, has a proud history of providing vocational courses to its local communities as well as to regional, national and international students.

The University's teaching standards are some of the very best in the sector - over the last three years, the University has achieved 12 consecutive excellences in all subject reviews carried out by the Quality Assurance Agency (QAA) in the United Kingdom. The University's Business School - one of the largest of its type in Europe - is particularly noted for its international links. Staffordshire's graduates have gone on to pursue exciting opportunities in many diverse fields in industry and commerce or in the public sector. Some have started their own businesses in the UK or abroad while others have given their careers an extra boost by returning for a postgraduate degree.

■ CREATE THE DIFFERENCE



A Profile in Excellence

Studying in Shelton, a premier private college, amply demonstrates the benefits of education in Singapore. All its policies are in line with the Government's drive to promote Singapore as an education hub in Asia. Shelton today has a population of more than 500 students from all over the world and it takes in students as young as twelve years old. Shelton provides its students with all the benefits of a Singapore education and a clear, fluent understanding of course progression and career opportunities. All Shelton's programmes are designed to provide our students with the best education with an emphasis on personal development.

To this end, all lecturers and academic staff are carefully selected for their international experience and varied cultural backgrounds to ensure that the finest quality of education, knowledge and information are imparted to our students. Our dynamic team of highly qualified and committed counselors adds value to a well-rounded student welfare and support framework that make studying at Shelton an enriching experience.



■ At Shelton, nobody gets left behind. Just like we will never say no to you.

Staffordshire University, UK BA (Hons) Mass Communication

Duration: 12 months (Full-Time)

The BA (Hons) in Mass Communication award aims to provide a comprehensive education in the communications media and their place in the modern world, through the exploration of an integrated range of academic and practical approaches to their study. The award aims to prepare students with a balance of flexible intellectual, practical and personal skills that will equip them for further study and a wide range of employment in media related industries and beyond.

ADMISSION CRITERIA

- Shelton Advanced Diploma in Mass Communication OR
- Other recognized qualifications of approved overseas institutions of Higher Education
- Minimum English Language requirement of TOEFL 550 or IELTS 6 or 75% in Shelton's English Language Placement Test

MODULES

- Audiences Consumption & Technology
- Brand Implementation
- Media Dissertation
- New Media & Society
- Professional Practice
- Strategy: Future Thinking

Shelton Advanced Diploma in Mass Communication

Quality Assured by Staffordshire University, UK

Duration: 12 months (Full-Time)

The Advanced Diploma in Mass Communication offers opportunities to students to develop research skills, to present sound and educated arguments that enhance student's knowledge base and practice in today's dynamic media industry. They will also develop management skills (1) through practical skills in writing for different media, marketing, management practices and research methods (2) in dealing with existing mass media and with the challenge of new communication technologies.

ADMISSION CRITERIA

- Shelton Diploma in Mass Communication OR
- Other recognized qualifications of approved overseas institutions of Higher Education
- Minimum English Language requirement of TOEFL 550 or IELTS 6 or 75% in Shelton's English Language Placement Test

MODULES

- Consumer Behaviour
- International Business
- Marketing Management
- Media Culture & Society
- Media Ethics
- Media Law
- Media Research
- Multimedia
- Organizational Behaviour
- Social Psychology of Mass Communication

Shelton Diploma in Mass Communication

Quality Assured by Staffordshire University, UK

Duration: 8 months (Full-Time)

The Diploma in Mass Communication aims to provide with structured learning in mass communication theories and practices. Students will develop professional knowledge and communication skills necessary for a career in mass media and related areas. The main emphasis of this level is to develop a good foundation of mass communication skills and knowledge as well as an overview of marketing and management principles and practices in the context of the media industry.

ADMISSION CRITERIA

- Shelton Certificate in Business Administration OR
- Minimum 12 years of formal education (high school)
- Minimum English Language requirement of TOEFL 500 or IELTS 5.5 or 70% in Shelton's English Language Placement Test

MODULES

- Introduction to Mass Communication
- Advertising: Planning & Management
- Creative Writing for Print & Electronic Media
- Fundamentals of Marketing
- Media Management
- Public Relations: Principles & Practices

Shelton Certificate in Business Administration

Quality Assured by Staffordshire University, UK

Duration: 4 months (Full-Time)

The Certificate in Business Administration is a pre-degree preparatory program that aims to equip students for entry into their desired degree program. The course provides students with an appreciation of the theoretical issues currently involved in the study of business and a range of practical skills which will enhance their value to potential employers.

ADMISSION CRITERIA

- Minimum age of 16 years and above
- Minimum 9 years of formal education (high school) OR
- Minimum 3 credits for Singapore - Cambridge GCE 'O' Level
- Minimum English Language requirement of TOEFL 450 or IELTS 5 or 60% in Shelton's English Language Placement Test
- Any other qualifications subject to the approval of Shelton's Academic Board

MODULES

- Business Communication
- Business Studies
- Principles of Accounts
- Quantitative Methods

Shelton Foundation Programme in Business Administration

Duration: 12 months (Full-Time)

The Shelton's Foundation programme in Business Administration is a preparatory program that aims to equip students for entry into their desired degree program. The course provides students with an appreciation of the theoretical issues and a range of practical skills in the business stream which will enhance their understanding and prepare them into progression to higher education. On completion of the one year university foundation program students can proceed to pursue their Shelton Diploma in Business Administration, Shelton Diploma in Travel Tourism and Hospitality and Shelton Double Diploma in Business Administration and Travel, Tourism and Hospitality.

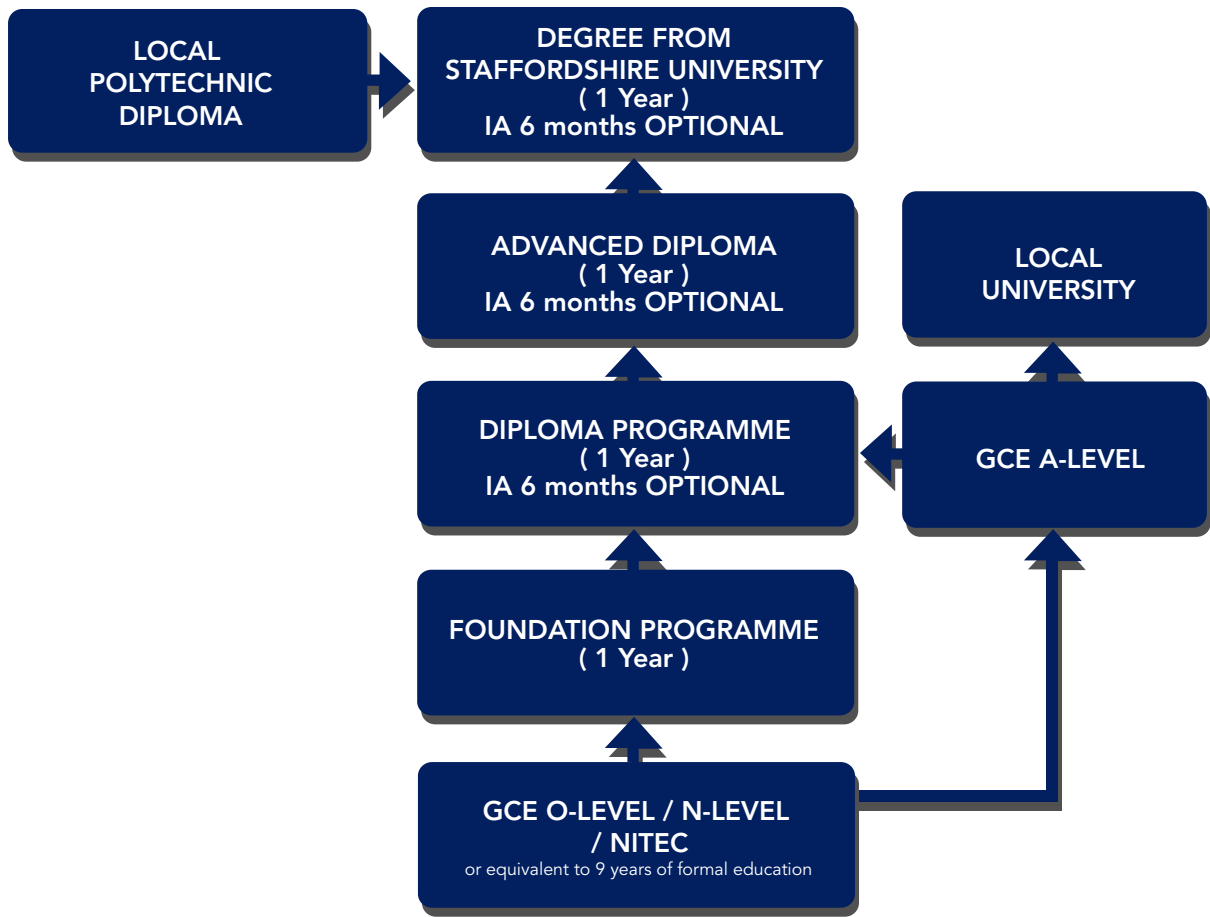
ADMISSION CRITERIA

- Minimum age of 16 years and
- Minimum 9 years of formal education (middle school) for those who didn't finish high school
- Minimum English Language requirement of TOEFL 450 or IELTS 5 or 60% in Shelton's English Language Placement Test OR
- Any other qualifications subject to the approval of Shelton's Academic Board

MODULES

- English
- E-Maths
- Principles of Accounts
- Business Studies
- Business Communication
- Introduction to Travel, Tourism and Hospitality

SHELTON'S ACADEMIC PATHWAY



CAREER OPPORTUNITIES

Graduates can secure entry-level professional positions in creative portfolios in account servicing, product or brand management, media planning and buying, market research, creatives and copywriting. These exciting professions are integral roles in the creation of mindblowing messages whether as part of an agency setup or in tandem with a client's stable of products and services.

Graduates who wish to pursue further development and specialisation in corporate, marketing and strategic communications may apply to Masters degree programmes offered by universities in Singapore, Australia, United Kingdom and the United States of America.

INTERNSHIP & JOB PLACEMENT

Our commitment to see students mature into well-trained, professional individuals comes closer to fruition when our students are sent out on internships. Internships form an optional part of a student's coursework and personal development here at Shelton. International students are opted a 6-month training internship period at each stage of our Mass Communication pathway, up to the final year Honours programme. Our philosophy of providing relevant practical opportunities to apply knowledge and skill sets gained in the classroom allow students serving their internship to link theory to practical applications - thereby creating the opportunity for students to further develop their innate potential. By serving their internships, our students gain an edge over their peers and fresh graduates when they first embark on their chosen careers. We take special care in matching our students to relevant industrial partners that we hold in high regard as well. For our partners, this arrangement provides the best opportunity for talent development and renewal for each organisation as well. As management trainees, partners will be able to ascertain the capabilities of each trainee, evaluate their performance and future career potential. Especially for enterprises and MNCs, this also represents a cost-efficient measure for human resource training and development, organisational expansion or workforce renewal.

Shelton is constantly expanding our network of partners to not only provide an avenue for our students to gain work experience and to put theoretical knowledge into practice, but to establish a mutually beneficial relationship of open dialogue on industry needs and trends as well.

Here at Shelton, we custom-make **your** careers for **you**.
Because it's really all about **you!**

DEGREE LEVEL

- . Senior PR Executive
- . Advertising Executive
- . Broadcast Production Executive
- . Copy Writer
- . Media Journalist
- . Broadcast Journalist
- . Radio Announcer
- . TV News Caster
- . Media Planner
- . TV / Radio Floor Manager
- . Radio Advertising Scheduler
- . Corporate Communications Spokes Person

ADVANCED DIPLOMA LEVEL

- . Media Executive
- . PR Executive
- . Advertising Executive
- . Marketing Executive
- . Trainee Journalist
- . Radio Station Coordinator
- . TV Production Assistant
- . Media Buyer
- . Radio DJ

DIPLOMA LEVEL

- . Junior Media Executive
- . Junior Advertising Executive
- . Junior Marketing Executive
- . Junior PR Executive
- . Junior Media Planner
- . Journalist Understudy
- . Assistant Media Buyer
- . Radio Station Assistant
- . TV Production Trainee
- . Junior Radio DJ
- . Media Intern

CERTIFICATE LEVEL

- . Admin Assistant
- . Secretary
- . Receptionist
- . Retail Sales Admin
- . Inventory Assistant
- . HR Assistant
- . Sales Assistant
- . Advertising Sales Executive
- . Asstant Business Development Executive
- . Accounts Assist