

1. Students need to complete at least 10 cu of level 3 and above courses in the minor.

MINOR CORE - 10 cu													
Code	Name	Credit Units	Jan 23	Jul 23	Jan 24	Jul 24	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
CET310	Branding Using Social Media	5	Y	Y	Y	Y	2025/07	CRN01-TUESDAY WEEK 1 CRN02-TUESDAY WEEK 1				Students will be required to bring their own laptop to class.	NON-LAB
COM376e	Strategic Social Media Management	5	Y	N	Y	N	2028/07	CRN01-TUESDAY WEEK 1					NON-LAB
MINOR ELECTIVE - 20 cu													
Code	Name	Credit Units	Jan 23	Jul 23	Jan 24	Jul 24	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
COM105e	Media Communication in a Changing World	5	Y	Y	Y	Y	2028/07	CRN01-MONDAY WEEK 1		SSC105e			NON-LAB
CTI204	Media/Multimedia Translation	5	N	Y	N	Y	2027/07	CRN01-WEDNESDAY WEEK 1		CTI203		Minimum Chinese Language Proficiency: GCE O level Chinese A2. Preferably to take after all level 1 courses.	NON-LAB

Code	Name	Credit Units	Jan 23	Jul 23	Jan 24	Jul 24	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
FLM361	Scriptwriting: Telling a Compelling Story	5	N	Y	N	Y	2028/07	CRN01-MONDAY WEEK 1 CRN02-TUESDAY WEEK 1 CRN03-FRIDAY WEEK 1					NON-LAB
FLM362	Smartphone Filmmaking for Meaningful Storytelling	5	N	Y	N	Y	2026/07	CRN01-FRIDAY WEEK 2					NON-LAB
GSP207e	Social Media Creation and Management	5	N	Y	N	Y	2026/07	CRN01-THURSDAY WEEK 0				Min 50% of class attendance. Student will be attending classes at Singapore Polytechnic. Student will receive a "Pass or Fail" at the end of the course.	NON-LAB
GSP208e	Video Storytelling Techniques	5	N	Y	N	Y	2026/07	CRN01-THURSDAY WEEK 7				Min 50% of class attendance. Student will be attending classes at Singapore Polytechnic. Student will receive a "Pass or Fail" grade at the end of the course.	NON-LAB

Code	Name	Credit Units	Jan 23	Jul 23	Jan 24	Jul 24	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
GSP209e	Digital Video Content Creation	5	Y	N	Y	N	2026/07	CRN01-WEDNESDAY WEEK 6	GSP208			Min 50% of class attendance. Students will be attending classes at Singapore Polytechnic. Student will receive a "Pass or Fail" at the end of the course.	LAB
GSP211e	Digital Content Development	5	Y	Y	Y	Y	2028/07	CRN01-THURSDAY WEEK 6		GSP210		Min 50% of class attendance. Student will be attending classes at Singapore Polytechnic. Student will receive a "Pass or Fail" at the end of the course.	NON-LAB
MKT351	Consumer Behaviour	5	N	Y	N	Y	2028/07	CRN01-THURSDAY WEEK 2 CRN02-THURSDAY WEEK 2		BMSZ320			NON-LAB

Code	Name	Credit Units	Jan 23	Jul 23	Jan 24	Jul 24	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
MKT358	Integrated Marketing Communications	5	Y	N	Y	N	2028/07	CRN01-MONDAY WEEK 2 CRN02-MONDAY WEEK 2	Nil	MKT357 & MKT359, BMSZ323, ASZ338		Please note that the window to complete the pre-course quiz for this course will end before the course commences . Students who fail to achieve at least 60% on the pre-course quiz will be withdrawn from the course.	NON-LAB
MKT365	Social Media Metrics & Analytics	5	Y	Y	Y	Y	2028/07	CRN01-FRIDAY WEEK 1 CRN02-FRIDAY WEEK 1					NON-LAB
MKT368	Digital Marketing	5	N	Y	N	Y	2028/07	CRN01-WEDNESDAY WEEK 1 CRN02-WEDNESDAY WEEK 1		MKT360			NON-LAB
MTD220e	User Experience (UX) Design and Web Technologies	5	Y	N	Y	N	2027/07	CRN01-THURSDAY WEEK 1		MTD219, MTD209, TDSZ240			LAB

Code	Name	Credit Units	Jan 23	Jul 23	Jan 24	Jul 24	Last Presentation	Time Table	Pre-requisite	Excluded Combination	Grouping	Remarks	Lab*
MTD301	Audio and Video Production Techniques	10	Y	Y	Y	Y	2025/07	CRN01-FRIDAY WEEK 1 CRN02-SATURDAY WEEK 1				If there is more than one group, the classes for the second group will be scheduled on Saturday.	LAB
MTD366e	Online Channel Creation & Management	5	Y	N	Y	N	2028/07	CRN01-TUESDAY WEEK 2					NON-LAB

* Students will be required to attend classes on day of presentation as well as on weekends or all classes may be on weekends.