

## **For Diploma in Mass Media Management**

NYP's Diploma in Mass Media Management is for you if you love making content, are creative and aspire to join the media industry. Singapore is the regional media hub for creating and broadcasting content to the world. In this course, you will pick up a holistic understanding of media production and business processes through real-life training via our practical, hands-on approach and exposure to various industry projects. Learners will have the opportunity to work on high-profile projects with major companies such as MTV, MediaCorp, Asian Academy Creative Awards, Mothership and many more.

### **Ideal Applicant:**

Applicants should demonstrate:

- Passion and interest for media through individual or group project or participation in competitions, or through engagements at events and activities, or sharing their active involvement in related projects and CCAs;
- Leadership skills in roles or positions of responsibility they had undertaken. They should be able to share the learning values attained as a result of carrying out these functions;
- Clear career aspirations and some understanding of job opportunities available in the media industry;
- Familiarity with the course curriculum and the ability to cite unique aspects of the course; and,
- Awareness of current affairs and the ability to think out-of-the-box by relating recent news to questions pertaining to the media industry.

Shortlisted applicants will be assessed as follows:

#### **1. Aptitude Test**

Shortlisted applicants are required to take an online aptitude test. The aptitude test will identify applicants' strengths and qualities (even hidden ones) so as to match talent and potential to business courses they are most suited for. The test discovers key business traits like critical thinking, innovativeness, communication and personal effectiveness which are key for future business careers. The aptitude test includes both scenario-based multiple-choice questions and structured short questions.

#### **2. Interview**

If you are shortlisted, you will be invited for an interview to share more about your passion for the course with a panel of interviewers. You will be assessed on your interest, aptitude, as well as communication and presentation skills. The duration of the interview will be between 15 to 20 minutes for a one-to-one interview, or longer if it is a group interview.

Some of the questions which you may be asked during the interview include:

- What are your reasons for choosing the Diploma in Mass Media Management?
- What is a media project that you were involved in and most proud of? Explain it.
- What would you like to do when you join the media industry in the future?
- What form of media content do you prefer to express yourself in (e.g. videography, photography, writing, broadcast, etc.) and why?

### **3. Portfolio (Mandatory)**

You should include in your portfolio any evidence and/or activities (e.g., certifications attained, online business, etc) that showcase your character, involvement and passion in media (videos you produced, edited, filmed; or stories you wrote, edited and published; or pictures you took, edited and posted). It will be good if you have evidence that you shared them on some platforms, including websites, social media channels, etc.

Examples of what to include in your portfolio:

- Media-related content (e.g. videos you produced, edited, filmed; or stories you wrote, edited and published; or pictures you took, edited and posted)
- Testimonials
- Certificates (e.g., academic, achievement, competitions and/or personal development)
- Awards