

Bachelor of Communication (Hons) (Journalism)

(R2/321/6/0182) (A 11217) 04/2025

To give high-achieving undergraduate students the chance to pursue advanced academic study while also developing important messages and composing news releases in a dynamic manner, as well as the skills needed to become media practitioners and better informed media consumers. The impact of various news and its effects on society will be taught to potential journalists.

BENEFITS

The program aims to contribute to a higher level of professionalism for the candidates in the future and special focus is given to various aspects of corporate communication such as planning, preparing, organising and utilising corporate communication in the current situation of an organization.

CAREER PROSPECTS

- Reporter
- Newspaper Journalist
- Broadcast Journalist
- Host
- Press Secretary for Minister
- Media Relations Executive
- Content Writer
- Copywriter
- Scriptwriter
- Novelist

ENTRY REQUIREMENTS

STPM: Minimum of Grade C (GPA 2.00) in any 2 subjects and credit in English at SPM or its equivalent OR

STAM: Minimum Jayyid grade credits in English at SPM or its equivalent OR

Diploma: Minimum CGPA of 2.00 and a credit in English at SPM or its equivalent OR Diploma in Media and Communication

Minimum CGPA of 2.5 OR

Matriculation/Foundation: Minimum

CGPA of 2.00 and credit in English at SPM or its equivalent

For International Students
IELTS: Minimum 5.0

Duration of study
Full-time: 3 years
Part-time: 5 years

Credit Hours
120

SUBJECTS OFFERED

YEAR 1

- Mass Media and Society
- Introduction to Advertising
- Introduction to Journalism Practice
- Public Speaking
- Human Communication
- Academic Skills
- Psychology Communication
- Introduction to Public Relations
- Visual Communication and Photography
- Desktop Publishing
- Meeting Skills
- Mandarin 1 / French 1
- Intercultural Communication
- Integrated Marketing Communication

YEAR 2

- Theories of Communications
- Journalism Ethics and Regulations
- Media Relations
- English For Academic Purposes
- Co Curriculum
- Mandarin 2 / French 2
- Quantitative Research Method
- English For Employment
- Writing for Newspaper and Magazine
- Public Relations Writing
- Photojournalism
- Hubungan Etnik / Pengajian Malaysia III
- New Media & Communication Technologies
- Report Writing
- Feature Writing

YEAR 3

- Qualitative Research Method
- Audience Analysis for Traditional and New Media
- Broadcast Journalism
- Sports Journalism
- Tamadun Islam Dan Tamadun Asia (TITAS) / Bahasa Melayu Komunikasi 2*
- Investigative Journalism
- Online Journalism
- Journalism Law
- Event Management
- Industrial Training