

Bachelor of Communication (Hons) in Corporate Communication

(R2/321/6/0033) (MQA/FA 0623) 11/2026

The programme provides learners with a broad understanding of the strategic role of communication in contemporary businesses through a carefully developed, research-based curriculum. The curriculum provides the professional and academic skills required for managing worldwide corporate communications, corporate strategy work, and managing internal and external stakeholder relationships.

BENEFITS

One of the benefits of corporate communication is that it helps to keep employees informed about the direction of the company. This helps to boost morale, increase engagement and help employees to understand what the future of the company holds for them.

CAREER PROSPECTS

- Corporate Communication Executive
- Media Relations Manager
- Director of Communications
- Event Manager
- Public Relations Specialist.

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

- Public Speaking
- Mass Media and Society
- Intercultural Communication
- Introduction to Advertising
- Introduction to Communication
- Visual Communication and Photography
- Psychology of Communication
- Meeting Skills
- Introduction to Public Relations
- Introduction to Desktop Publishing
- Elective Language: Mandarin 1
- Integrated Marketing Communication
- Corporate Communication
- Persuasive Communication

YEAR 2

- English For Academic Purposes
- Elective Language: Mandarin 2
- Public Relations Writing
- Organisational Communication
- Corporate Image and Management
- Entrepreneurship
- English For Employment
- Theories of Human Communication
- Quantitative Research Method
- Statistics for Social Science
- Consumer Behaviour
- Co-Curriculum
- New Media and Communication Technologies
- Corporate Writing
- Media Relations

- Tamadun Islam & Tamadun Asia (TITAS) / B.Melayu Komunikasi 2
- Report Writing (BLES3013)
- Qualitative Research Method
- Media Management
- Communication Audit
- Corporate Reputation and Brand Management
- Hubungan Etnik / Pengajian Malaysia
- Event Management
- Communication Law and Ethics
- Risk and Crisis Management
- Corporate Issue and Case Study
- Practical Training