

Bachelor of Mass Communication (Hons)

(R/321/6/0058)(MQA/FA2054)01/2023

This programme allows students to specialise in a field that is relevant to their future job. Graduate degrees are frequently interdisciplinary, but they also encourage students to conduct independent study in a field of mass communication and media studies that interests them and will help them progress their careers.

BENEFITS

- ▶ Businesses may reach potential customers faster and easier than ever before because of mass media's contribution to business communication. This contributes to the continued viability of our economy.
- ▶ From reporters bringing us stories of people in difficult situations to social media

allowing one person's thoughts to go viral and spread across the world, mass media can lift up an individual voice that would otherwise have gone unheard.

- ▶ Mass media can create opportunities for anyone to share their story, the vast majority of our mass media is bought.

CAREER PROSPECTS

- Production Team (Broadcasting)
- Reporter (Newspaper, Magazine, Online Portals)
- Public Relations Officer
- Advertising / Media Account Executive
- Branding Executive
- Digital Media Executive
- Cameraman
- Photographer
- Scriptwriter
- Campaign / Project Manager

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
126

SUBJECTS OFFERED

YEAR 1

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

YEAR 2

- Mandarin 2 / French 2
- Theories of Mass Communication
- Introduction to Television Broadcasting
- Statistics for Social Science
- English For Academic Purposes
- Co-Curriculum
- Theories of Human Communication
- Quantitative Research Method
- Radio Broadcasting
- Media Writing & Editing
- Script Writing for Radio and Television
- English For Employment
- New Media and Communication Technologies
- Copywriting
- Entrepreneurship / Bahasa Kebangsaan A

YEAR 3

- Web Design
- Quantitative Research Method
- Media Management
- Emerging Trends in Advertising
- Audience Analysis for Traditional and New Media
- Hubungan Etnik / Pengajian Malaysia 3
- Tamadun Islam dan Tamadun Asia / Bahasa Melayu Komunikasi 2
- Television Production
- Public Relations: Issue and Case Study
- Event Management
- Communication Law and Ethics
- Practical Training