# Diploma in Corporate Communication

(R2/321/4/0038) (MQA/FA 2076) 01/2029

The program's goal is to provide learners with basic knowledge and vocational skills that will enable them to work in the corporate communication industry at a middle level and continue their education at a higher level.

## BENEFITS

You will learn public relations, advertising management, and other relevant skills to be able to be successful in the corporate world.
You will be able to specialise in various fields, such as advertising and public relations, internal communication that is consists of written text, like reports, announcements, conferences interviews, and other techniques.

## CAREER PROSPECTS

• Public Relations Officer
• Corporate Communication Executive
• Media Relations Specialist
• Event Management Coordinator

## ENTRY REQUIREMENTS

SPM: Minimum 3 credits (Including English) OR
STPM: Minimum C (GPA of 2.00) credits in English OR
STAM: Minimum Maqbul grade credits in English OR
SKM: Level 3 and Pass SPM with a credit in English OR
CERTIFICATE: (Level 3, MQF) credits in English OR Certificate in Media and Communication or its equivalent.

For International Students
IELTS: Minimum 5.0

Duration of study
Full-time: 3 years
Part-time: 4 years

Credit Hours
94

## SUBJECTS OFFERED

### YEAR 1
• Principle of Management
• Academic English 1
• Computer Software Applications
• Professional Communications
• Academic English 2
• Interpersonal Communication
• Co Curriculum
• Introduction to Advertising
• Meeting Skills
• Basic Entrepreneurship / Bahasa Kebangsaan A
• Human Communication

### YEAR 2
• Corporate Communication
• Intercultural Communication
• Public Relations Writing
• Principle of Management
• Principles and Practice Public Relations
• Integrated Marketing Communication
• Pengajian Malaysia 2 / Bahasa Melayu Komunikasi 1*
• Writing for Mass Media

### YEAR 3
• Theories of Communication
• Organisational Communication
• International Relations
• Professional Personality Development
• Communicative Research
• Ethics and Media
• Corporate Communication Practice
• The Principle of Event Management
• Industrial Training / Professional Project