



CITY UNIVERSITY  
MALAYSIA  
Est. 1984

CITY GRADUATE SCHOOL

MASTER OF CREATIVE  
INDUSTRIES AND  
COMMUNICATION

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cityuniversitymalaysia

QUALITY • TRADITION • RECOGNITION

# City U - City Graduate School

Higher education ensures adults are able to excel in their field of expertise. By preparing them to meet all expectations of the real world environment, we are focused on producing the future leaders and professionals. At City University, we firmly believe in a holistic approach to adopting and developing dynamic professionals. Ever since 1984, we have produced over 35,000 graduates, who are now in various reputable organizations worldwide. Our years of experience, make us one of the oldest private education providers in Malaysia, qualify us as a provider of top-quality yet affordable tertiary studies.

**Quality, Tradition and Recognition**, these three elements are majorly embedded strongly in all possible areas in City University, which also includes management, programme design, and even student activities. Our main motive is to be the leader of postgraduate studies in Malaysia; by providing enough trust and enhanced guidance on all postgraduate programmes. We are committed to provide a positive and an empowering environment to support postgraduates in achieving their objectives in academic and research by providing expert practitioners in the respective field.

## CityU in numbers



38 YEARS  
OF EXCELLENCE



2 CAMPUSES



8 FACULTIES



>70 PROGRAMMES



> 5,500 STUDENTS



35,000 GRADUATES



60 NATIONALITIES



98% OF STUDENTS  
HIRED BY LOCAL &  
INTERNATIONAL  
COMPANIES

**CITY**  
**UNIVERSITY**

# Master of Creative Industries and Communication

(N/140/8/0029)(MQA/PA14286)03/2028

Master of Creative Industries and Communication provides a framework for integrating various skills of creative, communication, entrepreneurial, production, and research required for working professionally in the creative industries and communication. This is a mix-mode program combining taught course and research to produce holistic graduates as professional practitioners in the progressive and challenging industries. Those practitioners already working in this area will be able to broaden their practice and strengthen their understanding of opportunities as well contribute to the development of new creative practices. Meanwhile to those who are new in this field will be familiarised to a range of creative industries practices and communication.

**Duration of Study** Full Time: 1-2 Years ; Part Time: 2-3 years

**Credit Hours** 40

### Subjects Offered

- Research Methods for Creative Industries and Communication
- Contemporary Issues in Creative Industries and Communication Practices
- Media and Digital Culture
- Entrepreneurship and Innovation
- Integrated Advertising, Promotion, and Marketing Communications
- Dissertation

### Entry Requirements

- A Bachelor's Degree or its equivalent, with a minimum CGPA of 2.75, as accepted by the HEP Senate; OR
- A Bachelor's Degree or its equivalent, with a minimum CGPA of 2.50 and not meeting CGPA of 2.75, can be accepted subject to rigorous internal assessment; OR
- A Bachelor's Degree or its equivalent, not meeting CGPA of 2.50, can be accepted subject to a minimum of 5 years working experience in a relevant field.
- For International students, Test of English as a Foreign Language (TOEFL) score of 600 OR International English Language Testing System (IELTS) score of 6.0 OR its equivalent is needed. If a student does not meet this requirement, HEPs must offer English proficiency courses to ensure that the student's proficiency is sufficient to meet the needs of the programme.

### Career Prospects

- Researchers
- Producers
- Designers
- Entrepreneurs
- Consultants
- Managers
- Academic leaders in education institution