

# Faculty of Communication & Media Studies



**5 Credits**  
which includes:

Bahasa  
Malaysia  
*Minimum Credit*

English  
*Minimum B4*

Mathematics  
*Minimum Credit*

CAREER FOR THE  
**FUTURE**  
Let us shape your talent for a better future

MC 110	MC 111	MC 241	MC 242	MC 243	MC 244	MC 245	MC 246	MC 247	MC 248	MC 249
COMMUNICATION & MEDIA	NEW MEDIA COMMUNICATION & CONTENTPRENEURSHIP	JOURNALISM	PUBLIC RELATIONS	BROADCASTING	ADVERTISING	PUBLISHING	INSTRUCTIONAL COMM & TRAINING	INTERPERSONAL COMMUNICATION	COMMUNICATION MANAGEMENT & POLICY	NEW MEDIA COMMUNICATION
Information Officer	Content Developer	Journalist	PR Officer	Broadcast Journalist	Creative Director	Book Editor	Training Instructor	Communications Exec.	Strategic Planner	Digital Content Creator
Journalist	Comm. Officer	Managing Editor	Corporate Comm.	TV & Radio Producer	Copy Writer	Copy Editor	Instructional Designer	Client Management	Media Liasion Exec.	Animator
Editor/Writer	Web/Graphic Designer	Content Exec.	Media Relations	Content Developer	Media Strategist	Creative Writer	Learning Exp. Designer	Counsellor	Public Affairs . Exec.	Game Designer
Event Coordinator	Animator/Visualiser	News Editor	International Relations	Production Exec.	Brand Manager	Web/Graphic Designer	Multimedia Designer	Researcher	Knowledge Mgmt. Exec.	Character Designer
Media Officer	Creative Writer	News Producer	Brand & Comm.	Media Personality	Digital Strategist	Web Content Manager	Multimedia Specialist	Students Affair Exec.	Strategic Comm. Exec.	3D Visualiser & Modeller
Sales & Marketing	Videographer	News Writer	Investor Relations	Videographer	Social Media Analyst	Production Editor	Online Digital Exec.	Health Services Exec.	Internal Comm. Exec.	Digital Artist
Human Resources	Digital Coordinator	Creative Editor	Publicist	News Editor	Account/Client Manager	Commissioning Editor	E-Learning Module Designer	Foreign Relations Exec.	Comm. Planner	Pre-Production Artist
Trainer/Facilitator	Sales & Marketing	Creative Writer	Media Strategist	Scriptwriter	Media Planner/Specialist	Writer & Translator	Training Module Designer	Human Resources Exec.	Comm. Researcher	Art Director
Customer Support	Trainer/Facilitator	Media Relations	Event Exec.	Animator/Visualiser	Strategic Media Manager	Sales & Marketing	Social Media Content Exec.	Public Services Communication Exec.	Diplomatic & Foreign Services	Mobile App Developer

Faculty of

# COMMUNICATION & MEDIA STUDIES



The Faculty's niche is evidenced with the major presence of our graduates as successful industry professionals; locally and internationally. We have proven to be able to deliver quality players in the field who fulfil and exceed the industry's demands.



## MC 110

### DIPLOMA IN COMMUNICATION AND MEDIA

Diploma in Communication and Media is designed in a way that graduates will be well-placed and prepared to meet the market and industry demands should they decide to start working.

#### Future Career Prospects

- Information Officer
- Journalist
- Editor/Writer
- Event Coordinator
- Media Officer
- Sales & Marketing
- Human Resources
- Trainer/Facilitator
- Customer Support

## MC 111

### DIPLOMA IN NEW MEDIA COMMUNICATION AND CONTENTPRENEURSHIP

This diploma programme develops dynamic content skills in interactive media, web development and digital graphics design with specialised training in new media communication fields as well as entrepreneurship.

#### Future Career Prospects

- Content Developer
- Communications Officer
- Web/Graphic Designer
- Animator/Visualiser
- Creative Writer
- Videographer
- Digital Coordinator
- Sales & Marketing
- Trainer/Facilitator

## MC 241

### BACHELOR OF MASS COMMUNICATION (HONS) JOURNALISM

We're about news and writing - journalism program prepares students with fundamentals that will help them succeed in any career, whether for print, broadcast or online media. This program provides significant hands-on experience of newsgathering and reporting.

#### Future Career Prospects

- Journalist
- Managing Editor
- Content Executive
- News Editor
- News Producer
- News Writer
- Creative Editor
- Creative Writer
- Media Relations

## MC 242

### BACHELOR OF MASS COMMUNICATION (HONS) PUBLIC RELATIONS

This programme focuses on producing Public Relations professionals, practitioners and leaders who are passionate, knowledgeable, able to capitalise and contribute to the PR field, industry and country.

#### Future Career Prospects

- PR Officer
- Corporate Comm. Exec.
- Media Relations Exec.
- International Relations
- Brand & Comm. Exec.
- Investors Relationship
- Publicist
- Media Strategist
- Event Executive

## MC 243

### BACHELOR OF MASS COMMUNICATION (HONS) BROADCASTING

This program prepares students to evaluate, design and develop ideas for television production and radio program for the media industry with the focus of the fundamentals of broadcasting; both technical and communication skills.

#### Future Career Prospects

- Broadcast Journalist
- TV & Radio Producer
- Content Developer
- Production Executive
- Media Personality
- Videographer
- News Editor
- ScriptWriter
- Animator/Visualiser

# MC 244

**BACHELOR OF MASS  
COMMUNICATION (HONS)  
ADVERTISING**

This programme offers courses which reflect major areas of concentration in advertising; creative development, advertising and media management and client/account management. It also covers the purpose and functions towards advertisers, ad agencies and media owners.

## Future Career Prospects

- Creative Director
- Brand Manager
- Account/Client Manager
- Copy Writer
- Digital Strategist
- Media Planner/Specialist
- Media Strategist
- Social Media Analyst
- Strategic Media Manager

# MC 245

**BACHELOR OF MASS  
COMMUNICATION (HONS)  
PUBLISHING**

This program equips students with managerial and professional skills to train them for the modern and digital publishing industry. The program involves the Internet of things; the connectivity of the variety of devices that is used to prepare students to the world of new media.

## Future Career Prospects

- Book Editor
- New Media Exec.
- Web/Graphic Designer
- Copy Editor
- Digital Professionals
- Web Content Manager
- Creative Writer
- Digital Marketing Exec.
- Writer & Translator

# MC 246

**BACHELOR OF COMMUNICATION  
(HONS) INSTRUCTIONAL  
COMMUNICATION AND TRAINING**

This program encompasses core business such as Instructional Communication Theory, Multimedia and Interactive Design and Visual & Perceptual Communication throughout communication technology and media fields.

## Future Career Prospects

- Training Instructor
- Multimedia Designer
- E-Learning Mod. Designer
- Instructional Designer
- Multimedia Specialist
- Training Mod. Designer
- Learning Exp. Designer
- Online Digital Executive
- Social Media Content Exec.

# MC 247

**BACHELOR OF COMMUNICATION  
(HONS) INTERPERSONAL  
COMMUNICATION**

Graduates majoring in Interpersonal Communication will optimize their communication competence, leadership skills, group communication, emotional intelligence, cultural competence and conflict resolutions ability in various contexts.

## Future Career Prospects

- Communications Exec.
- Researcher
- Foreign Relations Exec.
- Client Management
- Students Affair Exec.
- Human Resources Exec.
- Counsellor
- Health Services Exec.
- Public Services Comm. Exec.

# MC 248

**BACHELOR OF COMMUNICATION  
(HONS) COMMUNICATION  
MANAGEMENT AND POLICY**

This program is designed to produce professional communication leaders who manage an organization effectively. A thinker and strategist whom coordinates communication functions in the areas of planning, policy, negotiation, auditing and internal communication.

## Future Career Prospects

- Strategic Planner
- Internal Comm. Exec.
- Knowledge Mgmt. Exec.
- Media Liasion Exec.
- Comm. Planner
- Strategic Comm. Exec.
- Public Affairs Exec.
- Comm. Researcher
- Diplomatic & Foreign Services

# MC 249

**BACHELOR OF NEW MEDIA  
COMMUNICATION (HONS)**

The New Media Communication program is based upon the foundation of exploring various aspects of technology used in the animation, games and mobile industry to create and develop digital content for different platforms.

## Future Career Prospects

- Digital Content Creator
- Animator
- Game Designer
- Digital Artist
- Art Director
- Character Designer
- Pre-Production Artist
- Mobile App Developer
- 3D Visualiser/Modeller