



**CREATIVE
COMMUNICATION
SPECIALIST**
since 1970



Foundation & Degree Programmes



#AwesomeCourses

iact.edu.my

Get backed4life



LEARN

Building Awesome Careers

Find the right course for you from our wide range of world-class pre-university, undergraduate, postgraduate, professional, and short courses from over 50 international partners and affiliates



STUDENT LIFE

Building Awesome Character

Studying at BAC isn't just about your studies – it's a whole new way of life! There are countless ways to get involved and create your own experience, so be sure to take advantage of every opportunity available.

With over 20 clubs and societies to choose from, health and fitness classes to join, a vast array of volunteering opportunities to discover, and numerous events to attend, you'll never run out of things to do at BAC.



GLOBAL

Building Awesome Connectivity

With the fourth industrial revolution breaking barriers worldwide, we ensure our students are prepared to face the new global economy through our partnerships with regional and international organisations. You can also choose to:

- Attend lectures and workshops by renowned international guest speakers, academics & professionals,
- Attend industry-based networking sessions,
- Study a year or semester abroad
- Attend Summer School overseas
- Live and work overseas with our Global Internship Programme



IMPACT

Building Awesome Communities

A holistic education is not just about the acquisition of knowledge but about leaving the world a better place than how you found it. Become a catalyst for change and make a difference with the Make It Right Movement (MIRM).

MIRM collaborates with over 120 social good entities such as:



FUTURE READY

Building Awesome Competencies

In the face of rapid innovation, the key to staying relevant is the ability to seamlessly upskill, reskill and multi-skill. Stay ahead of the game by developing new skills and building professional connections through our outstanding range of lifelong courses.



UK Degree Transfer Programme (Mass Communication)

N/321/6/0244(PA9236)02/24



CREATIVE
COMMUNICATION
SPECIALIST
since 1970

The programme is intended for those seeking a career in the mass communication industry who aim to develop their skills in dealing with existing mass media and the challenges in communications technology. It is a 3-year programme where students do the first 2 years of the programme at IACT College and then enter a UK partner university to complete their final year.



Intakes: January, April & August

Mode: Full-Time

Duration: 2 Years

Programme Outline

YEAR 1

- Media History
- Public Relations Practices
- Research Methods
- Photography
- Creative Communication
- Media & Cultural Studies
- Print Journalism
- Critical Thinking
- Media & Society
- Scriptwriting

YEAR 2

- Film Fundamentals
- Corporate Communication
- Popular Culture
- Media Ethics
- Inksight / Exposure / PARTS
- Convergent Journalism
- Video Production
- Publication Production
- PR Campaigns & Strategies

YEAR 3

Transfer partner universities in the UK



University of
Sunderland

University of
Hertfordshire **UH**



Northumbria
University
NEWCASTLE

Sheffield
Hallam
University



UWE
Bristol
University
of the
West of
England



University of
Northampton

*Transfers are subject to the UK partner university's terms and conditions

Foundation in Media Studies

R/213/3/0377(FA0283)02/21

The Foundation programme exposes students to the fundamentals of creative communications, media and design. The syllabus gives students the flexibility to enrol into any of the 3+0 UK Degrees or UK Degree Transfer Programme (Mass Communication) offered at IACT College. The curriculum is designed to prepare students with critical thinking and communication skills needed to succeed in a UK Degree.



Intakes: January, April & August

Mode: Full-Time

Duration: 1 Year

Programme Outline

SEMESTER 1

- English 1
- Media and Communication
- Presentation Skills
- Research Methods

SEMESTER 2

- Advertising
- Introduction to Academic Writing
- Media Theory and Analysis
- Sociology

FINAL SEMESTER

- Design Fundamentals
- Desktop Publishing
- Introduction to Journalism
- Introduction to Public Relations
- Introduction to Radio and TV Broadcasting

Note : Modules are subject to change to reflect the current industry needs

* The MQA requires all students to take Mata Pelajaran Umum (MPU) within the duration of their studies.

All information stated in this brochure is deemed correct at the time of printing

Bachelor of Arts (Hons) Media, Culture and Communication (3+0)

R/321/6/6147(FA4909)09/24



Undergraduates have a broad choice of subjects in media and culture with strong components of Journalism, Public Relations, Broadcasting and Digital Media. The programme is fully accredited and assessed by the University of Sunderland, yet fully taught at IACT College, with graduates receiving their degree from the University of Sunderland.



Intakes: January, June & August



Mode: Full-Time



Duration: 3 Years

Programme Outline

	YEAR 1	YEAR 2	YEAR 3
CORE MODULE	<ul style="list-style-type: none"> Introduction to Media and Cultural Studies Media Histories The Making of Popular Culture Introduction to Digital Media Cultures 	<ul style="list-style-type: none"> Media Studies 1 Academic Research Skills Cultural Theory and Popular Culture 1 Researching Media in Everyday Lives 	<ul style="list-style-type: none"> Media Studies 2 Cultural Theory and Popular Culture (2) Dissertation and Research Methods A Dissertation and Research Methods B
ELECTIVES (CHOOSE 6)	<ul style="list-style-type: none"> Introduction to PR Theory and Practice (1) (*) Introduction to PR Theory and Practice (2) Essential Journalism (*) Introduction to Media Photography Introduction to Video Production (*) Introduction to Screenwriting 	<ul style="list-style-type: none"> Marketing, Advertising and PR communications Practical PR, Strategy and Theory (*) Magazine Writing 1 News Journalism 1 Scriptwriting Video Documentary Production 	<ul style="list-style-type: none"> Advanced PR (*) PR for Non-Commercial Organisations (*) Arts, Entertainment and Games Journalism Multiplatform News Video Production 2 Screenwriting for TV and Film 2
COMPULSORY MODULE			<ul style="list-style-type: none"> In-Company Practical Training
IACT ELECTIVE MODULES		<ul style="list-style-type: none"> Motion Graphics 1 	<ul style="list-style-type: none"> Digital Image Making

Elective modules subject to availability

() Prerequisite module required in stage 1 and/or stage 2 of the programme*

**Over 90
Industry Awards
& Competitions Won**

Over The Past 5 Years

**Over 80
Industry
Collaborations**

Per Year

**VICTORIYA
TITOVA**
International Student

Gold in Best use of Cultural Insights
Kancil Awards 2018

Graduate
Bachelor of Arts (Hons)
Advertising and Design

**STEPHANIE
YAP KAR YAN**

Silver in Best Video
Kancil Awards 2018

Graduate
Bachelor of Arts (Hons)
Advertising and Design



Bachelor of Arts (Hons) Advertising and Design (3+0)

R/213/6/0111(FA2674)03/23



Undergraduates will be exposed to the various demands of conceptualising ideas, creating and executing advertising campaigns, building their portfolio as well as a final year dissertation to examine advertising or design issues. The programme is fully accredited by the University of Sunderland, yet fully taught at IACT College, with graduates receiving their degree from the University of Sunderland.



Intakes: January, June & August



Mode: Full-Time



Duration: 3 Years

Programme Outline

	YEAR 1	YEAR 2	YEAR 3
CORE MODULE	<ul style="list-style-type: none">Design Theory 1Digital Image MakingIntroduction to Advertising 1Introduction to Advertising 2Motion Graphics 1Visual Communication in Graphic Design	<ul style="list-style-type: none">Advertising : The CampaignBranding, Positioning and IdentityDesign Theory 2Advertising Practice : The Book 1Motion Graphics 2Graphic Communication	<ul style="list-style-type: none">Advertising Practice : The Book 2Creative Team CampaignsDesign Research ProjectMajor Project 1 : The Creative DirectionMajor Project 2 : The Negotiated BriefMajor Project 3 : The Creative Competition
COMPULSORY MODULE			<ul style="list-style-type: none">In-Company Practical Training
IACT ELECTIVE MODULES	<p><i>Subject to availability</i></p> <ul style="list-style-type: none">Drawing Techniques	<ul style="list-style-type: none">Photography	<ul style="list-style-type: none">Research Methodology

Entry Requirements

- STPM** - Minimum of Grade C in 2 subjects and an average CGPA of 2.0
- A-Level** - Minimum of Grade E in 2 subjects
- UEC** - Minimum of Grade B in 5 subjects
- Diploma /Matriculation /Foundation** - Minimum CGPA of 2.0
- SAM or CPU** - Pass 5 subjects with minimum average score of 50%
- Other qualifications recognised by the Ministry of Education, Malaysia and considered on case-by-case basis

Other Entry Requirements:

Bachelor of Arts (Hons) Advertising and Design (3+0)

- Applicants must also submit a portfolio for assessment and approval

UK Degree Transfer Programme (Mass Communication):

- A-Level** - Minimum of Grade D in 2 subjects
- Matriculation or Foundation** - Minimum CGPA of 2.0

Foundation In Media Studies:

- SPM / O-Level / IGCSE** - Minimum 5 credits
- UEC** - Minimum of grade B in 3 subjects
- Pass **Certificate in Communication Studies** from IACT College with minimum CGPA 3.5

Minimum English Requirements

- SPM 1119 (GCE-O)** - Grade C
- IELTS** - Band 6.0 with a minimum of 5.5 in each component

Other Entry Requirements:

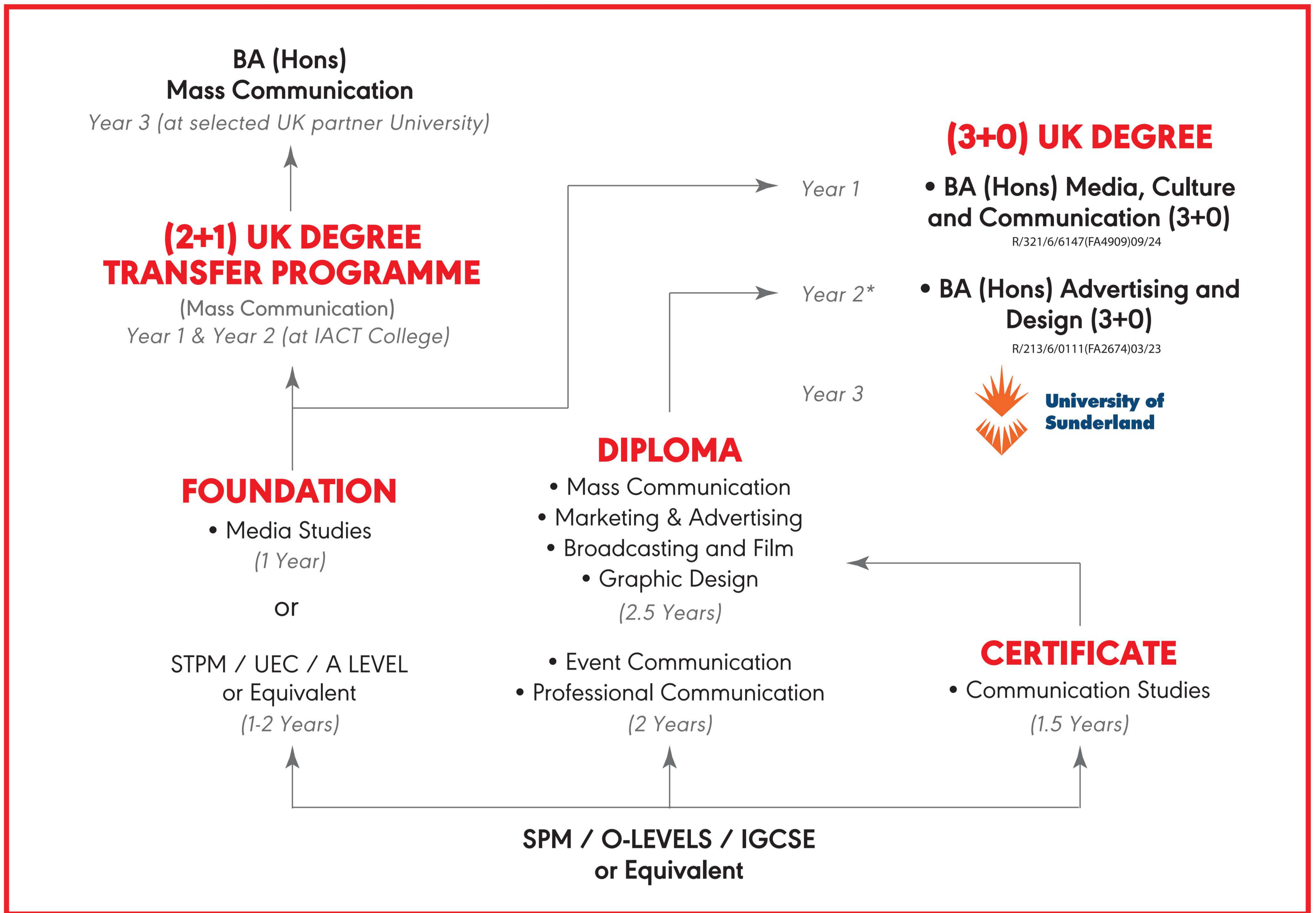
UK Degree Transfer Programme (Mass Communication):

- Other English language tests approved by the UK Immigration and Visa

Foundation In Media Studies:

- SPM** - Grade C
- UEC** - B6
- IELTS** - Band 5.0
- IGCSE 1st Language** - Grade E
- IGCSE 2nd Language** - Grade D or equivalent

Education Pathway



INDUSTRY in our classroom

IACT College continually creates opportunities for students to engage with the industry. These are some of the brands we are honored to have worked with in the past:



Our other UNIVERSITY PARTNERS



MPU Subjects

Bachelor of Arts (Hons) (3+0)

UK Degree Transfer Programme (Mass Communication)

- MPU1 : - Hubungan Etnik (for local students) / Bahasa Melayu Komunikasi 2 (for international students)
- Tamadun Islam dan Tamadun Asia (TITAS) (for local students) / Pengajian Malaysia 3 (for international students)
- MPU2 : Bahasa Kebangsaan A / Academic Writing
- MPU3 : Perlembagaan dan Masyarakat Malaysia
- MPU4 : Exposure / Inksight / Performing Arts Club (PARTS)

Be a Global Graduate

from the World's Best Universities



MALAYSIA

BRICKFIELDS ASIA COLLEGE

- Foundation in Law
- Foundation in Business

- A Level Arts
- A Level Sciences



- LLB (Hons), University of London



- UK Transfer Degree Programme (Law)
- UK Transfer Degree Programme (Business)

Leading to degrees from:



- BSc (Hons) Accounting & Finance with Law
- BSc (Hons) Marketing with Law
- BSc (Hons) Business and Management with Law



- Certificate in Legal Practice

- Pearson BTEC Level 7 Extended Diploma in Strategic Management and Leadership



NOW ALSO IN SINGAPORE!



CREATIVE COMMUNICATION SPECIALIST
since 1970

- Foundation in Media Studies
- Certificate in Communication Studies
- Diploma in Broadcasting and Film
- Diploma in Marketing and Advertising
- Diploma in Mass Communication
- Diploma in Graphic Design
- Diploma in Event Communication
- Diploma in Professional Communication

- BA (Hons) Advertising and Design
- BA (Hons) Media, Culture and Communication



- UK Transfer Degree Programme (Mass Communication)



Reliance College

- Diploma in Event Management
- Diploma in Business Management
- Diploma in Hotel and Tourism Management

- BA (Hons) Hospitality, Tourism & Event Management



VERITAS UNIVERSITY COLLEGE

- Foundation in Arts
- Diploma in Early Childhood Education
- Bachelor of Business Administration with Honours (conventional)
- Bachelor of Business Administration with Honours (blended learning)
- BSc (Hons) Psychology
- Professional Postgraduate Diploma in Teaching
- Master of Education
- Master of Business Administration
- Doctor of Business Administration



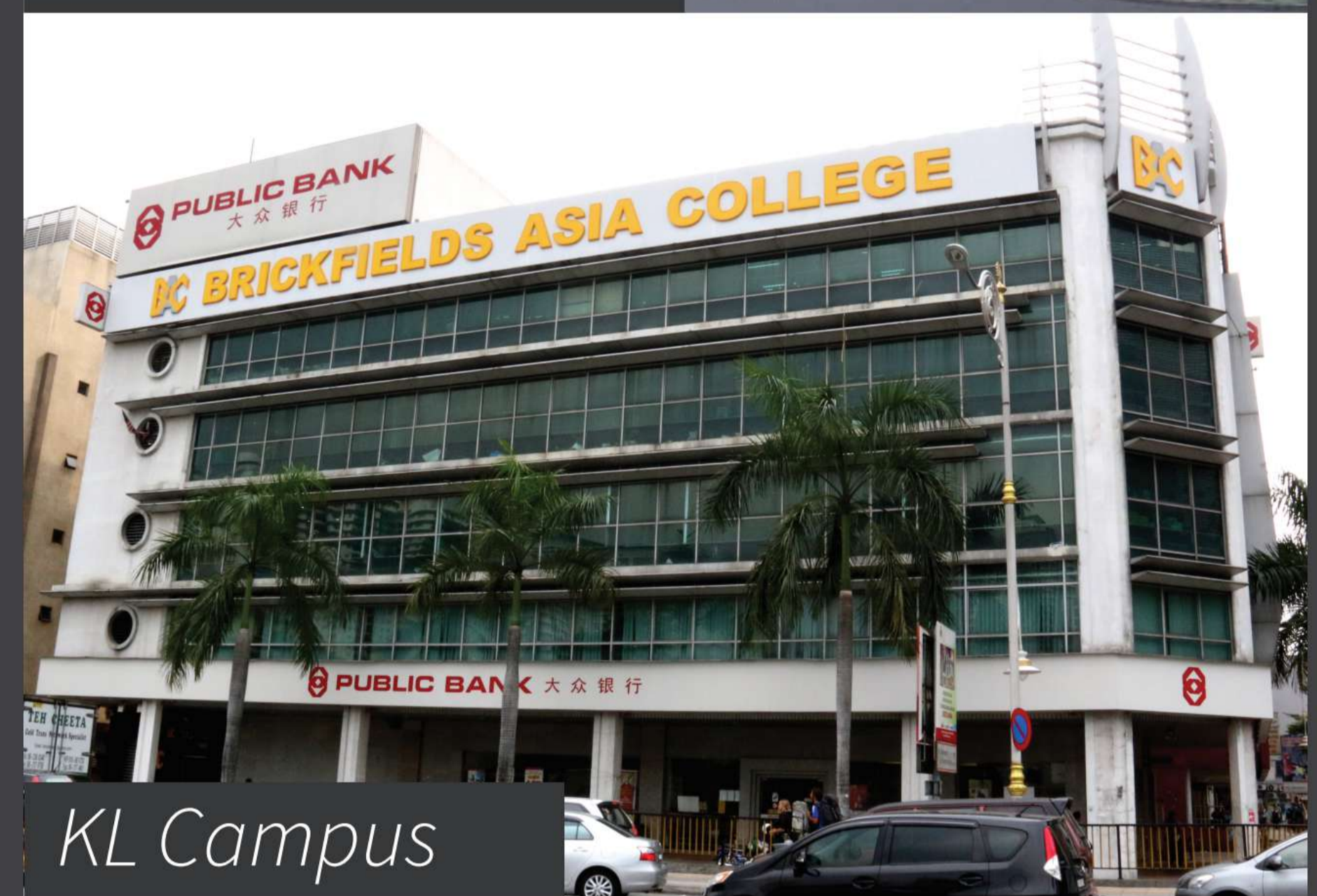
THE NATION'S MOST IMPACTFUL EDUCATION GROUP



BAC @ VSQ PJ Campus



Opening in 2021! Menara BAC PJ Campus



KL Campus



IACT COLLEGE DK042(B)

VSQ @ PJ City Centre, B-2, 13A-01, Jalan Utara, Section 14, 46200 Petaling Jaya, Selangor, Malaysia

03-7932 1936

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JOIN US NOW!

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