

**iact**  
college

**CREATIVE  
COMMUNICATION  
SPECIALIST**

since 1970



# Diploma

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.





# Diploma in Mass Communication

R/321/4/0168(A6366)08/20



Incorporating the learning methodology known as project based learning (PBL), the syllabus allows students hands-on experiences from video production, publication, photography and various areas of media studies. Students are groomed to become professionals in the creative industry, specialising in public relations, broadcasting or journalism.



**Intakes: January, April & August**



**Mode: Full-Time**



**Duration: 2.5 Years**

## Programme Outline

### YEAR 1

- Advertising Principles
- Communication English 102
- Communication English 103
- Computer Graphics
- Creative Thinking
- Introduction to Sociology
- Mass Communication
- Presentation Skills
- Principles of Journalism
- Public Relations
- Media and Culture
- Photography and Digital Imaging

### YEAR 2

- Convergent Journalism
- Media Ethics and Regulations
- Media Criticism
- Publicity and Media Relations
- Video Production
- Writing for Different Media
- In-Company Practical Training

### FINAL SEMESTER

- Idea Conceptualisation
- New Media Studies
- PR Campaign Strategies

**ELECTIVES:** *Choose Any Two\**

- Corporate Communication
- Corporate Crisis Management
- Fundamentals of Publishing
- Print Journalism
- Broadcast Portfolio
- Programme Management (TV, Radio and Internet)

\* Subject to availability

# Diploma in Event Communication

N/342/4/0215(PA9596)02/24

This programme is catered to those seeking a career in communications within the meetings, incentives, conferences, and exhibition (MICE) industry. Students will have the opportunity to develop practical operational skills and creative communication strategies in the planning, organising and monitoring of event campaigns.



**Intakes: January, April & August**



**Mode: Full-Time**



**Duration: 2 Years**

## Programme Outline

### YEAR 1

- Creative Writing
- Computer Graphics
- Presentation Skills
- Introduction to Mass Communication
- Communication in a Globalised World
- Media Audiences
- Video Production
- Media, Culture and Society
- New Media Studies
- Writing for the Media
- Introduction to Events
- Digital Photography

### YEAR 2

- Event Management
- Integrated Marketing Communication
- Communication Research
- PR Campaign Strategies
- Event Sponsorship and Fundraising
- Entertainment and Leisure Events
- Corporate Events
- Industry Project

**ELECTIVES:** *Choose Any Two\**

- Principles of Journalism
- Public Relations
- Principles of Advertising
- Marketing Principles
- Visual Communication

\* Subject to availability



# Diploma in Marketing and Advertising

R2/342/4/0004(A7019)05/21



CREATIVE  
COMMUNICATION  
SPECIALIST  
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Being one of the most established Advertising Diplomas in the country, students are groomed to become versatile professionals in the creative industry, specialising in advertising and marketing communications. This programme is currently the only Diploma in Malaysia to receive the International Advertising Association (IAA)'s accreditation as one of their awarding bodies.



**Intakes: January, April & August**



**Mode: Full-Time**



**Duration: 2.5 Years**

## Programme Outline

### YEAR 1

- Advertising Principles
- Communication English 102
- Communication English 103
- Computer Graphics
- Creative Thinking
- Introduction to Sociology
- Marketing Principles
- Marketing Research
- Mass Communication
- Media : Research, Strategy, Planning and Buying
- Presentation Skills

### YEAR 2

- Advertising Campaign Management
- Brand Management
- Consumer Behaviour
- Digital Marketing
- Creative Concept Development
- Creative Process and Execution
- Cross Cultural Studies for Marketing and Advertising
- In-Company Practical Training

### FINAL SEMESTER

- Contextual Studies
- Portfolio Building

**ELECTIVES:** *Choose Any Two\**

#### Advertising

- Copywriting
- Visual Communication

#### Marketing

- Integrated Marketing Communications
- International Marketing

*\* Subject to availability*

# Diploma in Professional Communication

N/321/4/0257(PA9597)02/24

This programme is designed for those with an interest in Public Relations and Journalism. Its unique combined feature allows a wider range of career options in areas of corporate communication and media writing. Students will have the opportunity to develop practical skills and creative communication strategies such as multiplatform news reporting, planning public relations campaigns, and organising publicity and media relations projects.



**Intakes: January, April & August**



**Mode: Full-Time**



**Duration: 2 years**

## Programme Outline

### YEAR 1

- Computer Graphics
- Creative Writing
- Mass Communication Fundamentals
- Presentation Skills
- Communication in a Globalized World
- Media Audiences
- Video Production
- Media, Culture & Society
- New Media Studies
- Visual Communication
- Writing for the Media
- Digital Photography

### YEAR 2

- Media Ethics & Regulations
- Convergent Journalism
- Communication Research
- Publicity & Media Relations
- Corporate Communications
- PR Campaign Strategies
- Media in an International Context
- Industry Project

**ELECTIVES:** *Choose Any Three\**

- Principles of Journalism
- Public Relations
- Introduction to Events
- Principles of Advertising
- Principles of Marketing

*\* Subject to availability*



# Diploma in Broadcasting and Film

R2/321/4/0215(A8057)08/22



CREATIVE  
COMMUNICATION  
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since 1970

Students will learn the art and science that go into broadcasting and filmmaking. The hands-on programme expose students to relevant practical skills, theoretical knowledge and various creative approaches. Great for those who wish to kick-start a career in the creative field of Broadcasting, Digital Media Production and Film Production Industry.



Intakes: January, April & August



Mode: Full-Time



Duration: 2.5 Years

## Programme Outline

### YEAR 1

- Communication English 102
- Communication English 103
- Computer Graphics
- Creative Thinking
- Film Fundamentals
- Idea Conceptualisation
- Introduction to Audio Production
- Mass Communication
- Photography and Digital Imaging
- Presentation Skills
- Video Production

### YEAR 2

- Advanced Audio Production
- Advanced Video Production
- Motion Graphics
- New Media Studies
- Production Management
- Scriptwriting for TV
- Studio Production and Directing
- In-Company Practical Training

### FINAL SEMESTER

- Creative Execution and Production
- Film Distribution and Marketing
- Radio and TV Commercial
- TV-Radio Programming

## Certificate in Communication Studies

R/321/3/0172(A7437)10/20

This 18-month programme is a prerequisite that enables students with less than three credits to pursue a Diploma or Foundation programme of their choice.



Intakes: April & August



Mode: Full-Time



Duration: 18 Months

## Programme Outline

### YEAR 1

- Communication English 099
- Communication English 100
- Communication Theories 1
- Introduction to Communication
- Introduction to Computer Skills 1
- Introduction to Design
- Introduction to Marketing
- Presentation Skills

### FINAL SEMESTER

- Business and Social Etiquette
- Communication Theories 2
- Communication English 101
- Introduction to Business and Management
- Introduction to Computer Skills 2
- Introduction to Creative Writing
- Introduction to TV and Radio
- Problem Solving Skills
- Professional Writing



### GASTON PONG

Graduate  
Diploma in Mass Communication

Artiste; Producer at  
"Pong Pong" Youtube Channel



# Diploma in Graphic Design

R/213/4/0241(A2998)03/20

Students will have the opportunity to exercise their skills in creating top-notch artwork and designs for real-life industry projects for some of the country's leading brands and agencies.



Intakes: January, April & August



Mode: Full-Time



Duration: 2.5 Years

## Programme Outline

### YEAR 1

- Advertising Principles
- Art and Design Fundamentals
- Communication English 102
- Communication English 103
- Creative Thinking
- Photography and Digital Imaging
- History of Arts
- Digital Imaging 2
- Presentation Skills
- Principles of Drawing
- Typography

### YEAR 2

- Advertising Design
- Creative Direction
- Digital Illustration
- Digital Video and Audio Production
- Packaging Design
- Publication Design
- Web Design
- In-Company Practical Training

### FINAL SEMESTER

- Professional Portfolio Development and Exhibition

#### ELECTIVES:

- Contextual Studies
- Marketing Management (New Media)

### Entry Requirements

- **SPM / O-Level / IGCSE** - Minimum 3 credits
- **UEC** - Minimum of grade B in 3 subjects
- **SKM Level 3** - Pass in related field and SPM with credit in English
- Pass **Certificate in Communication Studies** from IACT College
- Other qualifications recognised by the Ministry of Education, Malaysia and considered on a case-by-case basis

#### Other Entry Requirements:

##### **Diploma in Graphic Design:**

- Pass the interview / drawing test or portfolio assessment for candidate who do not have an art subject in SPM.

##### **Certificate in Communication Studies**

- **SPM / O-Level / IGCSE** - Minimum 1 credit
- **UEC** - Minimum of grade B in 1 subject

### Minimum English Requirements

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

#### Other Entry Requirements:

##### **Diploma in Graphic Design:**

- **SPM** - Grade E
- **UEC** - C8
- **IELTS** - Band 4.0
- **IGCSE** - Pass or equivalent

##### **Certificate in Communication Studies**

- **SPM** - Grade E
- **UEC** - C8 or equivalent

### MPU Subjects for Diploma Programmes

MPU1 : Pengajian Malaysia 2 (for local students) /  
Bahasa Melayu Komunikasi 1 (for international students)  
MPU2 : Bahasa Kebangsaan A / Problem Solving and Decision Making  
MPU3 : Study of Religions  
MPU4 : Serving Our Society (S.O.S)

### MPU Subjects Certificate in Communication Studies

MPU1 : Pengajian Malaysia 1 (for local students) /  
Bahasa Melayu Komunikasi 1 (for international students)  
MPU2 : Bahasa Kebangsaan A / Student Leadership  
MPU3 : Pendidikan Moral / Pengajian Islam

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



# 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



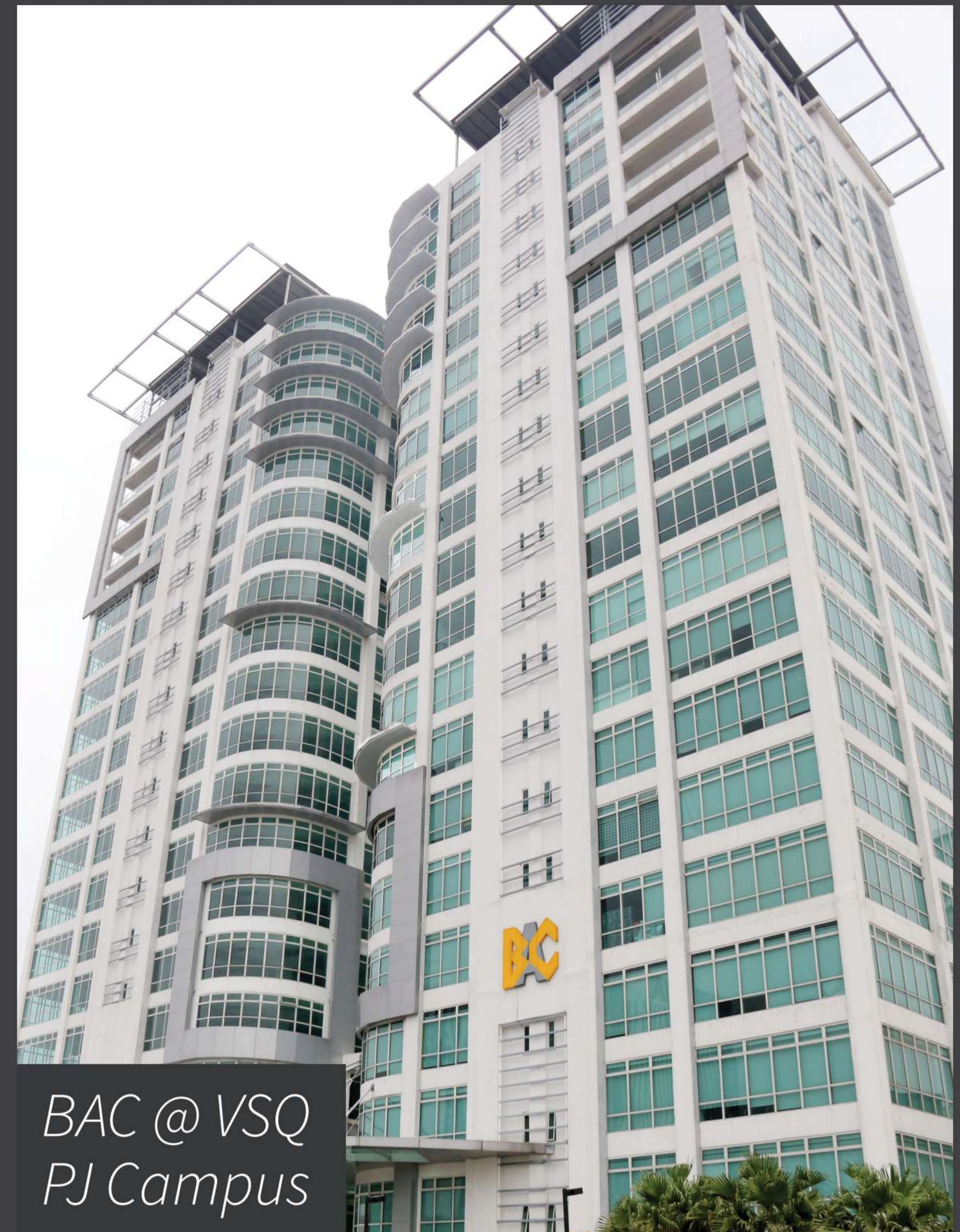
## VERITAS UNIVERSITY COLLEGE

- 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





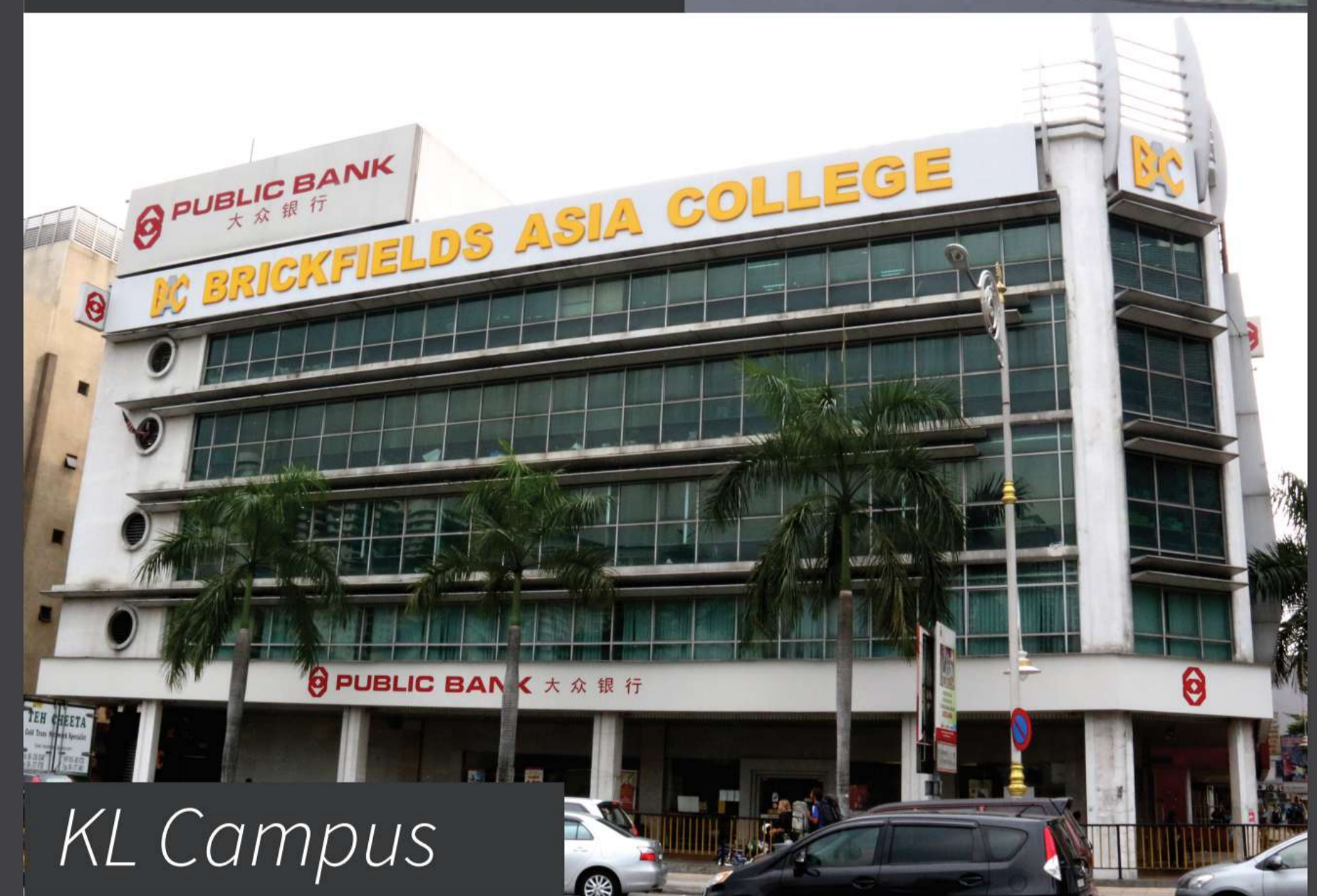
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KL Campus



**IACT COLLEGE** DK042(B)

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JOIN US NOW!

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