

DIPLOMA IN MASS COMMUNICATION POWER HUMAN CONNECTIONS

JPT/BPP(K)1000-600/WP1/100 Jld 2(4)

Covering an in-depth understanding of communication as used in today's modern society, this programme delivers an integrated learning experience to develop the student's creative, critical and technical skills to match global trends and contemporary practices. You will encounter a broad range of studies in the disciplines of journalism, photography, public relations, broadcasting and more, leaving you able to work in just about any corner of the industry.



COURSE HIGHLIGHTS

Explore tracks in print journalism, broadcast, electronic media and advertising.

Learn with industry standard equipment such as Sony PMW EXIR Camcorder, Sony Anycast video switcher 9, event sound switcher and Apple editing systems.

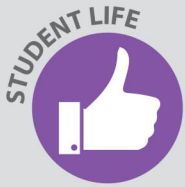
Practice with our in-house newsletter and video productions

KEY FACTS

A unique combination of contemporary theory and professional training provide almost limitless career options

The need for communication experts in every industry sustains demand and work opportunities

Duration	2½ years
Entry Requirements	Pass SPM with 3 Credits / 1 principal pass in STPM / 3Bs in UEC / Certificate or SKM Tahap 3 and 1 credit in SPM / Certificate in Mass Comm / other equivalent qualifications



PRACTICAL FIELD TRIPS



Asia's Got Talent at Pinewood Iskandar Malaysia Studios



The Sun Daily

HANDS-ON LEARNING



Charity Work With Refugees



Mini Venture... Let's Start Up!

SPECIAL EVENTS



Cinemasscomm Awards 2015



Cinemasscomm Awards 2015



English 1
IT Applications
Intro to Mass Communication
Intro to Management
Principles of Marketing
English 2
Intro to Advertising
Mass Media & Society
Broadcasting

Journalism 1
Organisational Behaviour
Digital Photography
Communication Technology
Journalism 2
Consumer Behaviour
Visual Communication
Public Relations
Business Communication

Media Planning
Advertising Copywriting
Public Relations Practices in Malaysia
Integrated Marketing Communication
Media Ethics
Communication Law
Presentation Skills
Entrepreneurship
Internship

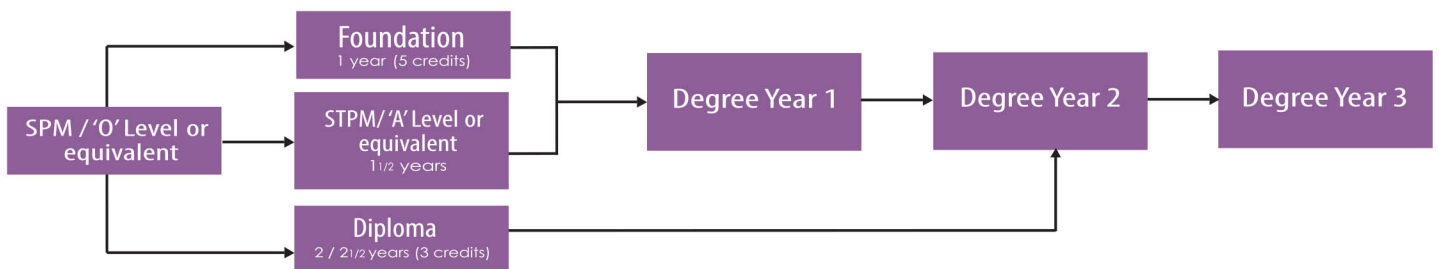
*Subject to change



Success Programme
Community Service
Pengajian Malaysia 2 OR
Bahasa Melayu Komunikasi 1 (Int)
Personal Branding and Development OR
Bahasa Kebangsaan A



- Journalist
- Social Media Executive
- Public Relation
- Event Manager
- Practitioner
- Marketing Executive
- Corporate Communication Executive
- Content Writer
- Photographer
- TV Director or Producer
- Talk Show Host or Newscaster



Our Partners



Think Ahead



Scan for Flyers

1800-88-0625

Main Campus

Block C, First Floor, Megan Avenue II,
Jalan Yap Kwan Seng, 50450 Kuala Lumpur.