

# Bachelor of Communication (Hons)

R/321/6/0163(MQA/FA5238)02/27



**Delivery Mode:**  
Conventional

**Duration of Study:**  
**3 Years (Full-Time)**  
**5 Years (Part-Time)**

## Intakes

- January, May and September

## Academic Schedule

- January : 14 weeks\*
- May : 14 weeks\*
- September : 14 weeks\*

*\*Inclusive of exam period.*



**Interested in this course?**  
We are more than happy to share.  
Email us or give us a call.

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## Enhance Communication Skills in Journalism and Public Relations

The Bachelor of Communication (Hons) programme is an interesting area of study encompassing several disciplines. Students will develop an understanding of the different forms of communication, including interpersonal, intercultural and business communication, together with the various technologies through which information is communicated. Through this programme, students will hone practical and professional skills, equipping them to work across creative industries or anywhere through a range of study contexts and applications, gaining a thorough grounding in the field.

## Career Prospects

- Campaign Director
- Consumer Advocate
- Corporate Affairs Manager
- Journalist
- Media Researcher
- Corporate Communication Manager
- Foreign Affairs Officer
- Public Relations Consultant
- Publicist
- Special Correspondent

## Areas of Knowledge

### Intercultural Communication

Learn the roles of cultural patterns and verbal/non-verbal codes in developing intercultural relationships.

### Digital Media Literacy

The study of different types of digital channels and the associated behaviours in the 21<sup>st</sup> century.

### Publicity and Media Relations

Analysis and ways to capture the target audience through different media.

### Public Relations Campaign

Be involved with activities including planning, executing, evaluating, measuring, and reporting.

### Editorial Writing

Develop understanding on the role of the press media in a democratic society.

### Did You Know?

#### INTERCULTURAL COMMUNICATION

The roles of cultural patterns and verbal/non-verbal codes in developing international relationships.

#### DIGITAL MEDIA LITERACY

Understanding different forms of communication, including interpersonal, intercultural and business communication through various technologies.

### Why UNITAR?

#### 5-STAR QUALITY

5-STAR rating in QS for Teaching, Employability, Inclusiveness, Online Education and Accounting and Finance.

#### AFFORDABILITY

PTPTN, EPF and various financial aid available.

#### UNITAR C.A.R.E

We ensure that students are well-equipped with applicable skills: Collaborative, Adaptive, Reflective and Entrepreneurial.

### Entry Requirements

A pass in STPM or its equivalent with a minimum of Grade C (GPA 2.00) in any two (2) subjects;

OR

A pass in STAM with a minimum grade of Jayyid ;

OR

A pass in UEC with minimum Grade B in five (5) subjects;

OR

Matriculation / Foundation or its equivalent with a minimum CGPA of 2.00;

OR

A Diploma or its equivalent with a minimum CGPA of 2.00;

OR

A Diploma in Media and Communication or its equivalent with a minimum CGPA of 2.00;

OR

Pass Diploma Kemahiran Malaysia (DKM) / Diploma Lanjutan Kemahiran Malaysia (DLKM) / Diploma Vokasional Malaysia (DVM) with a minimum CGPA of 2.50 in relevant field subject to the approval of the Senate, with a credit in English at SPM or its equivalent and MUST attend bridging courses;

OR

Pass DKM / DLKM / DVM with at least CGPA 2.00 and have at least two (2) years of work experience in the relevant field and MUST attend bridging courses;

OR

Entry requirements for admission into the Bachelor's programme (Level 6, MQF) through APEL as approved by the Ministry of Education (MOHE). Applicants must be/have:

1. A Malaysian citizen; AND
2. The candidate should be more than 21 years of age in the year of application;
3. Relevant work experience / prior experiential learning; AND
4. Pass the APEL Assessment

#### ENGLISH REQUIREMENT

##### International Students

1. Minimum score of 5.0 for IELTS OR
2. Minimum score of 42 for TOEFL OR its equivalent.

##### Local Students

\*A credit in SPM English or its equivalent

Exempted from University English Courses:

1. Distinction in SPM / SPMV English
2. MUET Band 4, 5 and 6
3. A Pass in English Course at a previous institution

Required to take English Preparatory 2:

1. Credit in SPM / SPMV English
2. MUET Band 1, 2 and 3



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Tierra Crest, Jalan SS6/3, Kelana Jaya,  
47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

Required to take both English Preparatory 1 and 2:

1. No credit in SPM / SPMV English

\*programme standard requirement

### Programme Core Modules

- Introduction to Mass Communication
- Psychosociology for Social Sciences
- Interpersonal and Communicational Skills for Social Sciences
- Communication Theories and New Media
- Intercultural Communication
- English for Mass Communication
- Digital Media Literacy
- Communication Technology
- Persuasive Communication (Theory and Application)
- Media Economics
- Visual Communication and Design
- Social Psychology of New Media
- New Media and Organisation
- Writing for the Creative Industries
- Law and Ethics in Communication
- Statistics for Social Sciences
- Contemporary Issues in Social Media
- Commercial Food Operation
- Governance and New Media
- Industrial Training

### Concentration A: Journalism

- Principle of Journalism and New Media (prerequisite for concentration A)
- News Writing
- Online Journalism
- Feature Writing
- Photojournalism
- Editing
- Convergent Journalism
- Business Reporting
- Writing for Science and Technology
- Editorial Writing

### Concentration B: Public Relations

- Introduction to Public Relations (prerequisite for concentration B)
- Introduction to Electronic Media
- Public Relations Writing
- Publicity and Media Relations
- Fundamentals of Marketing and Advertising
- Event Management
- Crisis and Issue Management
- Speech Writing and Presentation Skills
- Public Relations Campaign Strategies
- Public Opinion and Persuasion

### University Core Modules

- English for Academic Purposes
- Business Communication

### MPU Modules

- Falsafah dan Isu Semasa / Philosophy and Current Issues (Int)
- Penghayatan Etika dan Peradaban / Bahasa Melayu Komunikasi 2 (Int)
- Design Thinking / Bahasa Kebangsaan A
- Entrepreneurship
- Recreational Event Planning

## Be part of the media culture and communication in our society.

Internship opportunities at various leading media companies namely Astro, Karangkraf, Media Prima, NGOs, and SME businesses.

An industry-relevant and balanced learning in theoretical and practical application.

Early industry exposure through various impactful projects and field trips to radio stations, newspaper companies and art galleries.