



ARTS & COMMUNICATION

BACHELOR OF COMMUNICATION (HONS)

• MARKETING COMMUNICATION • MEDIA STUDIES • PUBLIC RELATIONS

DIPLOMA IN COMMUNICATION





The new Business Analytics and Technology Innovation Centre at HELP's Subang 2 campus



HELP

THE ANALYTICS-DRIVEN ENTREPRENEURIAL UNIVERSITY

To prepare for the future, we are transforming to become the Analytics-Driven Entrepreneurial University. Our effort is recognised by MDEC which conferred on us the Premier Digital Tech University Award. We also received the MDEC Recognition for Certificate training in Data and Business Analytics for students.

To support this transformation, HELP invested RM25 million in the Business Analytics and Technology Innovation Centre (BATIC) which will innovate and incubate techno-entrepreneurship. At the same time, we are investing heavily in re-skilling and up-skilling staff capabilities in data science and data analytics. We are getting bigger, better, bolder in our innovative education investment.

Besides using analytics to drive our management and teaching, we are also building our research capability in analytics application. Part of the research grant from the Ministry of Education and internal funding is allocated for analytics research.

To complement the above development we have signed up with Bloomberg to set up one of the largest Bloomberg Finance Labs among private institutions in Malaysia. This resource facility boosts the economics, business, financial and analytics training in our Faculty of Business, Economics and Accounting, the ELM Graduate School and the Faculty of Computing and Digital Technology.

In addition, we have training and internship collaboration with multinational companies like Alibaba, Sheng Tai International and techno-entrepreneurs.

Internationally, HELP has earned further recognition for its innovative efforts. In the QS Star Rating System, we were awarded the maximum 5 Stars in 9 categories of endeavour, including Online Learning and Business and Management Studies; in the QS World University Ranking we were placed No. 1 in Asia for Outbound Student Exchange in recognition of our achievements in placing students in top institutions worldwide and for being a university of choice for students from many continents.

ALL HELP STUDENTS ARE ELIGIBLE FOR THE FREE CERTIFICATE IN DATA AND BUSINESS ANALYTICS COURSE

Competency in a profession), we have designed the TEA culture to nurture the right skills and predisposition in our students.

TEA is the acronym for Thinking mind, Entrepreneurial attitude, Analytics skills: T is about robust thinking skills; E is about having a problem-solving mindset; A is about the skills in applying evidence-based management using data analytics. Each of these is supported by a programme of skills training and attitude development, viz the Critical Thinking Skills Programme, the Entrepreneurship-Leadership-Management Programme (ELM), and the Analytics Certificate Programme. This is the core education culture of HELP University as we prepare our students to be IR 4.0 future ready.

During the last 33 years HELP has been exploring and experimenting with innovative ways to evolve our education philosophy, principles and practices. To achieve the 3 Cs (Character development, Competency in leadership, and

Competency in a profession), we have designed the TEA culture to nurture the right skills and predisposition in our students.

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COME AND JOIN THE MOST INNOVATIVE, CREATIVE AND EXCITING COMMUNICATION PROGRAMMES IN ASIA

It is my pleasure to welcome you to the HELP University Communication programmes. We will prepare you for the demands of an ever expanding media industry. Not only will we help you develop your voice to performance standards, we will also engage with you holistically to help you develop and broaden your communication skills above the competition, in all areas.

Classes are fully integrated, designed to address the individual and group needs of students. The emphasis on the courses is practical, interactive, fun and immersive. HELP University Communication students set the industry standard and are the number one choice for many employers across Malaysia and in other parts of the world.

The HELP Faculty of Arts and Communication employs industry experts, academics and professionals from all over the planet. Our students are achievers in the truest sense of the word and have helped us develop a vibrant culture of excellence and success. A Faculty of Achievers.

FUN FACTS ABOUT THE HELP COMMUNICATION PROGRAMMES

- Students from over 30 countries including USA, Malaysia, Australia, China, India, Japan, Nigeria, Sri Lanka, Uganda and South Korea have studied Communication at HELP University
- 3 beauty queens, 2 royals, 2 international sportspeople, and 4 social media influencers are studying Communication at HELP
- Recent film locations have included the jungle, a desert island, the city, a haunted house and our very own radio station.

Whatever we do in our lives we all need to communicate. Communication studies are more than just degree programmes, they hone the essential skills for life.

Studying Communication at HELP University provides a solid grounding for all jobs or further education that you may wish to undertake. Excellent communication skills are what all potential employers are looking for. We make you industry ready.

A Diploma or Bachelor's degree in Communication from HELP University puts you way ahead of the competition. We will help you achieve your dreams and show you how to make them a reality. In our communication faculty, you will embark on amazing physical and imaginative journeys that will take you to places and teach you things you never thought possible. We will open up your creative minds so that you are able to reach your maximum potential. You will be amazed by your own capability and astound others with your transformations. I call it transformative communication. Empower yourself at HELP University. Join our Communication Faculty now. I dare you.

We welcome students from all over Malaysia and also offer a special welcome to our international students. 特别欢迎来自中国的学生加入。우리는 한국 학생들에게 특별한 환영을 전합니다. Kami mengucapkan selamat datang khusus kepada pelajar dari Indonesia untuk bergabung dengan kami. 日本から参加してくれる学生さんたちに対して、特別に歓迎する気持ちを表したいと思います。

Prof Dr Andy Hickson
Dean, Faculty of Arts and Communication, HELP University
Former CEO Actionwork Worldwide Ltd
Member of EQUITY and IOVS
Winner of the Flame Award



Ben and Aamir, two of our high performing international students, rehearsing their new video action sequence.

Andy and his friend Louie at Boleh Host?! 2019 - one of our signature events.

WHAT IS COMMUNICATION?

Communication can be described as the act of transferring information from one place, person or group to another. This may sound simple, but communication is actually a very complex subject. The transmission of the message from sender to recipient can be affected by a huge range of things. These include our emotions, cultural situation, medium used to communicate, and even our location.

The complexity is why good communication skills are considered desirable by employers around the world: accurate, effective and unambiguous communication is actually extremely hard.

When we communicate we do not use words alone. In fact, words make up only 7% of what people actually hear from our communications. The rest is all about body language, pitch, intonation, confidence, people's perspective when they hear us communicating and the list goes on.

Communication happens on so many levels and through so many other ways too; ways we don't even think about. Through touch, eye contact, facial expression, space proximity, gestures, how we dress, our use of digital media, mobile phones, a wink, a nod an 'alright mate how's it going?'

Some people are brilliant at what they do, knowledgeable in many areas, but if they are unable to communicate their ideas with those who matter, they may be ignored or shunned in their careers. How many inventions, ideas or theories have we lost to the world because they were not communicated? We will never know. Communication is not just about amazing inventions. Many of us experience the pain and humiliation of being ignored in meetings or gatherings. Or when we feel

that we have not expressed ourselves the best way we wanted too. Communication takes practice in whatever form it takes. It's a whole body experience both physically and mentally. The art of communication includes mass communication which can now cross borders instantly all over the world.

HELP's innovative and creative communication programmes prepare students for working across the media industry and beyond. The skills attained on these courses will enhance students' personal and professional growth in an ever expanding industry. In addition, the knowledge and practice gained will provide students with a solid foundation for future studies or for work across all other sectors.

Mass communication allows one to develop persuasive skills and strengthens the capacity for critical and analytical thinking in diverse cultural, social, ethical and legal contexts. Given the wide spectrum of mass communication, some degree of specialism is expected of practitioners once you get to degree level. HELP University enhances your marketability through three majors: Public Relations, Marketing Communication and Media Studies.

At the diploma level you also have the chance to follow three pathways: 1) Communication Analytics, 2) Filmmaking, Broadcast and Media, 3) Social and Digital Media Marketing.

The path to success is as unique as you are. At HELP University, we offer you a learning experience that enhances your career development, lifetime values and personal fulfilment in a fun, dynamic, innovative and creative way.



Students have hands on experience with all the equipment available in the faculty.



PREPARING YOU FOR IR 4.0

A communicator is a creator of worlds. At HELP University we are starting a revolution. A revolution in education; innovation in communication. Staying ahead of the game, we continually innovate and pioneer. In our Arts and Communication Faculty we will take you on amazing physical and imaginative journeys that will take you to places and teach you things you never thought possible. We will open up your creative minds so that you are able to reach your maximum potential. You will be amazed by your own capability. You will astound others with your transformations.

The way we see the world is changing. Augmented Reality and Virtual Reality devices are altering the way we see and experience the world. Analytics and Big Data exploration are part of the revolution. Data is all around us. Wearables will become more and more important as the technology progresses. The Faculty of Arts and Communication is currently researching holographic capabilities. The aim, instead of swiping

and flicking through visual presentations or teaching via video link, will be about immersing students through the use of holograms and technology.

The technology will soon be with us where new types of 3D capturing technology will allow high-quality 3D representations of people, or holograms, to be reconstructed, compressed and transmitted anywhere in the world in real time. When combined with mixed reality displays, this technology will allow users to see, hear and interact with remote participants in 3D as if they were actually present in the same physical space. Communicating and interacting with remote users becomes as natural as face-to-face communication.

Our objective is interaction and immersion. Developing, creating a feeling of being there with people in a virtual space, in a real space, in a fun and educational space. Mass media communication can now cross borders instantly all over the world. We at HELP aim to innovate with this technology.

STATEMENT FROM THE INDUSTRY

“BASED ON MY OBSERVATIONS AND CONVERSATIONS, I CAN CONFIDENTLY SAY THAT HELP UNIVERSITY COMMUNICATION STUDENTS ARE WELL TRAINED FOR THE WORKING WORLD”

Lee Poh Sim, Ogilvy & Mather Kuala Lumpur, Malaysia

CAREER PATHWAYS FOR COMMUNICATION GRADUATES

DIPLOMA IN COMMUNICATION

- Assistant Producer
- Media Buyer
- Assistant Copywriter
- Scriptwriter
- Reporter
- Junior Video Editor
- Accounts Executive in advertising agency
- Communications Officer
- Marketing Officer
- Sales Executive
- Research analyst
- Disc jockey
- * TV/radio/event programmer and host
- Entrepreneur
- Performer
- Stage Manager
- Business

BACHELOR OF COMMUNICATION (HONS) (MARKETING COMMUNICATION)

- Marketing planning
- Advertising
- Public relations
- Event marketing
- Business
- Broadcasting and publishing
- Investor relations
- Sales and promotion
- Database marketing
- Market research
- Non-profit organisations
- Branding and product planning
- Client servicing
- Media planning and buying
- Copywriting
- Documentary filmmaker
- Social Media Influencer
- Performer
- Entrepreneur

BACHELOR OF COMMUNICATION (HONS) (MEDIA STUDIES)

- Journalism
- Media management
- Press attaché
- Filmmaking
- Publishing
- Broadcasting
- Cinematography
- Public affairs
- Corporate writing
- Speech writing
- Script writing
- Photojournalism
- Public relations
- Corporate communications
- Media Consultant
- News Correspondent
- Editor
- Art Director
- You Tuber

BACHELOR OF COMMUNICATION (HONS) (PUBLIC RELATIONS)

- Press agencies
- Media relations
- Investor relations
- Crisis management
- Public affairs/government relations
- Staff/employee relations
- Consumer relations
- Industrial relations
- International relations
- Community relations
- Development/fundraising
- Product launching
- Event management
- Public Relations Manager
- Publicist
- Copywriter
- Social Media Manager
- Spokesperson



CAREERsense @HELP

The mission of this one-stop career guidance, testing and career development centre is to equip students and organisations with the relevant knowledge, competencies and skills needed for personal and career success.

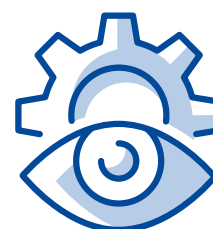
Services include:

- Employment and internship support
- Career Guidance Testing and Assessment
- Career Exploration Resource Centre
- Personal Development and Employability Training



HELPING COMMUNICATION GRADUATES MOVE IN TO THE CAREERS OF THEIR CHOICE

Our goal is to assist students academically, holistically, emotionally and practically find a career that fits their passions, talents, interests, knowledge and life goals. This complements HELP University's mission statement: to help people succeed in life and live a life of significance through education.



STEP 1: SELF DISCOVERY

GOALS

Discovering who I am and how I relate to others

- My skills
- My personality
- My interests
- My values
- My ambitions
- My needs
- My life goals

ACTIVITIES

- Creative groupwork
- Meeting career consultants
- Discussions with industry experts



STEP 2: CAREER EXPLORATION

GOALS

Discovering career pathways

- Exposure to career options for communication graduates
- Developing an accurate understanding of each career pathway

ACTIVITIES

- Guest lectures with industry specialists
- Working internships
- Industry visits



STEP 3: CAREER DECISIONS

GOALS

Identifying career pathways that match my skills and who I am

- Shortlisting suitable work clusters
- Shortlisting target organisations and positions

ACTIVITIES

- Groupwork discussion, reflection and sharing sessions on shortlists and organisations



STEP 4: CAREER PREPARATION

GOALS

Securing targeted jobs

- Identifying skills and competencies required
- Developing strategies to secure employment

ACTIVITIES

- Further developing competencies
- Interview techniques
- Workshops on resume and CV
- Job dating events

OUR ACHIEVERS AND ALUMNI SAY...

“The greatest realisation that I gained while studying at HELP was I could achieve anything if I managed my time well and committed to it. “Make mistakes and learn from them.” During my time, I enjoyed great moments in student activities organised by the University.”

Hiew Kar Yee
BComm (Public Relations)
First Class Honours, President's Award recipient



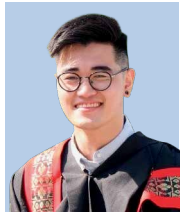
“The courses at HELP University opened my eyes to new perspectives that I had never pursued before. I feel very fortunate through my experience at HELP University to have met the most amazing people who have positively impacted my personal and professional development. It has truly been an exciting and intellectually enriching experience throughout my study at HELP”

Lim Jun Hong
BComm (Marketing Communication)
First Class Honours, President's Award recipient



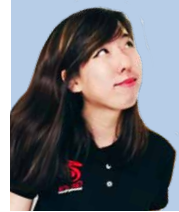
“Studying at HELP has given me lots of opportunities to try different things. I've had the most fun organising and participating in events like the HELP Film Festival and Halloween Massacre Night. I prefer practical work so I'm glad that we have a well-equipped film and radio studio. Someday I'll probably look back and think to myself, “This is where it all began.”

Tiara Jane Anchant
BComm (Media Studies)
First Class Honours



“The sky's the limit, but the ground is my anchor. Writing has always been a passion of mine, to create art with letters and words, oh what bliss! Thankfully, my time at HELP University helped propel me towards achieving that dream but also kept me rooted and humble at the same time. I was fortunate to have spent a month in South Korea for an exchange programme. I was also given much faith and belief to lead the sponsorship team for a charity event. In short, skills and humility are the two great traits I've gained here. Traits that would forever shape who I am.”

Stanleigh Jenkins Pingguan
BComm (Media Studies)
First Class Honours



“It was a great experience to study in HELP University. The lecturers really go out of their way to help students achieve their dreams. They gave me countless opportunities to grow and to find my potential not only as a student but also as a person. The amount of guidance and effort they put in really shows their dedication and passion for teaching. It was an honour to be able to learn from such amazing people. Not to forget the friends I made in HELP; it was a great 3 years of fun.”

Lee May Yan
BComm (Marketing Communication)
First Class Honours



“HELP's Marketing Communication programme equipped me with the right foundation for my work as a brand catalyst at my advertising agency, because most of the coursework was based on advertising communication. So I knew what to do, and I knew I could fulfil my employer's expectations. Whatever the major, HELP's Communication programme is really geared towards preparing students for the workforce. Most of my friends who have graduated have already started working. That is a living example of how beneficial the programme is.”

Nur Hidayah binti Zaili Razib
BComm (Marketing Communication)
First Class Honours
HELP University President's Award recipient



“My main task is finding new local and international brands to be part of the e-commerce retailer, WEDABO. With a small team at hand, I also have to perform a creative role. I'm currently overseeing the operations and commercial aspects of the business. I deal with internal and external stakeholders as well as building relationships with potential customers.”

Liyana Sobri
BComm (Marketing Communication)
First Class Honours
Merchandiser cum Social Media Strategist at WEDABO



“Constantly updating myself in all areas of social media and radio broadcasting! I am willing to challenge myself in a fast-paced working environment as well as actual career development”.

Ming Sheng was Radio Broadcaster & President of the HELP Radio Club.

Eng Ming Sheng
BComm (Media Studies)
Digital Marketing Executive, Institut Maklumat Teknologi Nusantara, Kuching, Sarawak



“As a Content Specialist at SAYS.com, I constantly remind myself that my everyday goal is to not only write good stories, but stories that people read.”

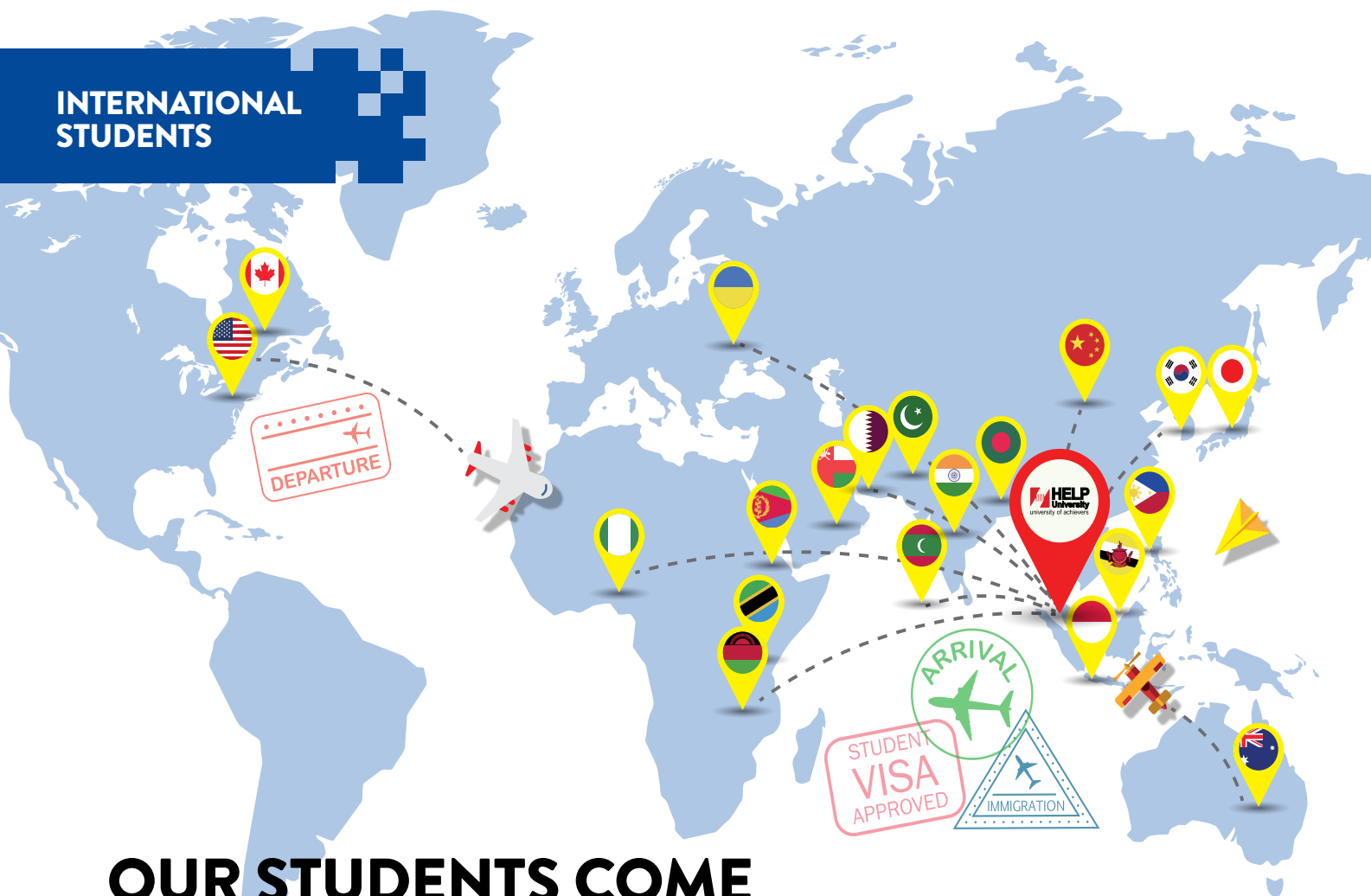
Ruxyn Tang
BComm (Media Studies)
First Class Honours
Senior Content Specialist at SAYS.com, KL

“University life is probably the most life changing experience I ever had, especially with all the experiences and memories at HELP. I learned to be independent and found my true passion in filmmaking; fighting for what I believed in for the benefit of the students and the Faculty of Arts and Communication. From founding the Creative Productions Society to organising the biggest HELP Film Festival in 2014, nothing ever came short during my time at HELP. It gave me opportunities to meet different people and seek knowledge - experiences that can only be gained outside the classroom.”

Choong Chee Meng
BComm (Media Studies)
Second Class Upper



INTERNATIONAL STUDENTS



OUR STUDENTS COME FROM ALL OVER THE WORLD



INDONESIA
Vicky Febrinata Ramadhan
Bachelor of Communication
(Media Studies) (Hons)



VIETNAM
Tran Thanh Tra
Bachelor of Communication
(Media Studies) (Hons)



INDIA
Aamir Javed Khan Dalwai
Bachelor of Communication
(Media Studies) (Hons)



SRI LANKA
Dona Yasonil Piyatissa
Bachelor of Communication
(Media Studies) (Hons)



KENYA
Afshin Azim Fazal
Bachelor of Communication
(Marketing Communication) (Hons)



JAPAN
Yumeka Tsukui
Bachelor of Communication
(Public Relations) (Hons)

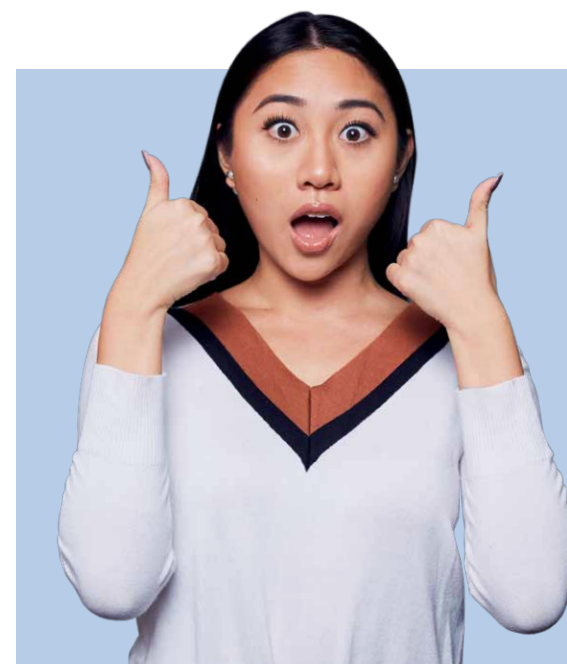


TANZANIA
Aziz Ally Laay
Bachelor of Communication
(Media Studies) (Hons)



PHILIPPINES
Elle Ulysse Galindo
Diploma in Communication

MEDIA INFLUENCERS



“Studying at HELP didn’t mean I had to neglect my job as a host in the entertainment industry; instead it taught me skills that further educated me and enhanced my abilities. All the subjects offered are carefully crafted to best guide students to perform and achieve the highest success in their work.”

Alexis Sue-Ann Seow Su-Yin
Bachelor of Communication (Public Relations) (Hons)
Miss World Malaysia 2019
Miss Universe Malaysia 2018- First Runner-Up

“The journey of a 1,000 miles begins with a single step at the university of achievers. As the saying goes: “The future belongs to those who believe in the beauty of their dreams”, so my dreams were made possible through the Sports scholarship offered by HELP. I will always hold dear the great support of the staff and faculty members in making this journey possible. Thank you for your understanding and for providing nothing but the best of lecturers, the environment and the facilities.”

Tanalaksiumy A/P Mahenthiran Rayer
Bachelor of Communication (Public Relations) (Hons)



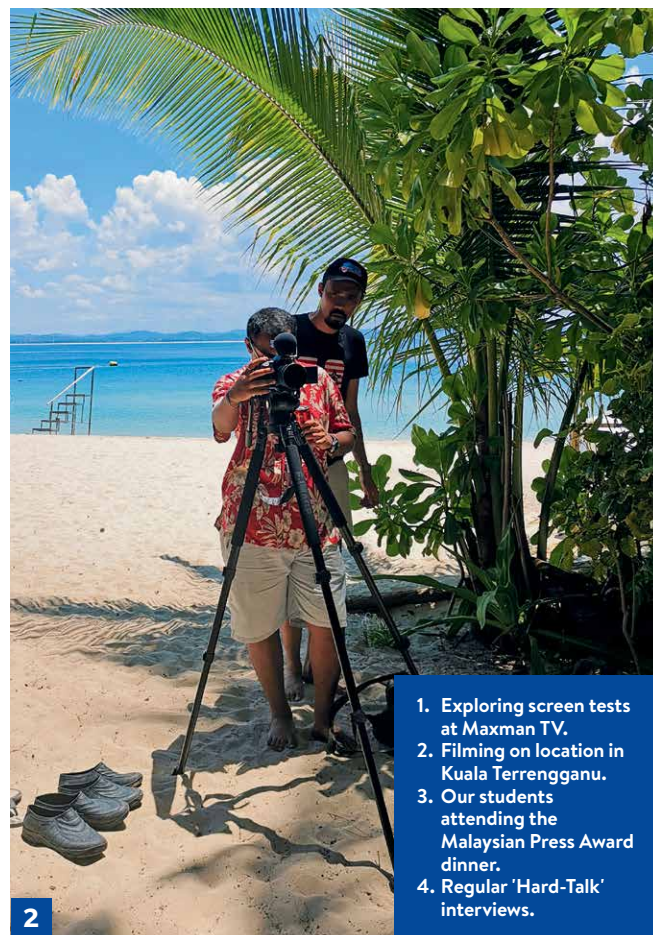
“I’m very grateful that I made the right choice pursuing my studies at HELP University. I immediately felt welcome, thanks to the friendly staff and of course, my fellow students. Apart from making friends, I have also got a lot of opportunities, especially first hand experience, working in the film studio and organising events. I also love my experience being part of HELP Radio where I co-host our own weekly radio show.”

Yazmin Binti Aldwin Abdul Aziz
Diploma in Communication

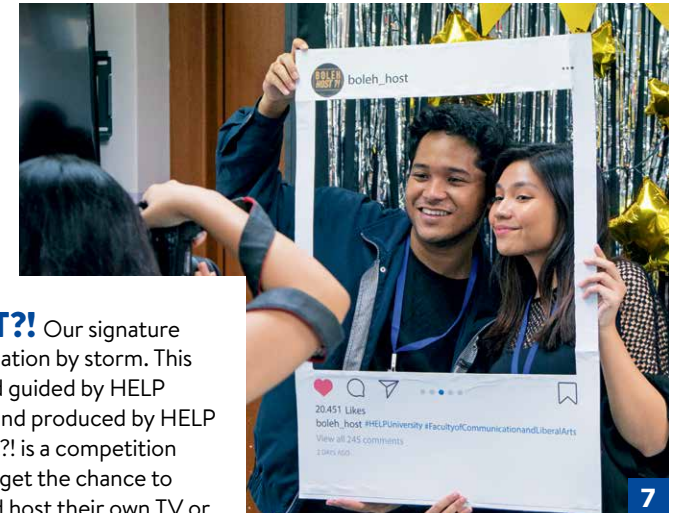
EVENTS, TRIPS, FESTIVALS AND CONFERENCES



Joining one of our Communication Programmes is going to be one of the highlights of your life. Not only will you be getting the highest education experience possible, you will also be putting into practice what you have learned through a series of exciting events and trips including road trips and industry visits which are regularly offered to all Communication students. Recent off-campus projects include collaborations with MaxmanTV, a film location shoot on the beautiful Pulau Kapas and HELP Communication student representation at the Malaysian Press Institute (MPI) Awards, HELP Strategy Seminar, Conferences and Film Festivals.



1. Exploring screen tests at Maxman TV.
2. Filming on location in Kuala Terengganu.
3. Our students attending the Malaysian Press Award dinner.
4. Regular 'Hard-Talk' interviews.



BOLEH HOST?! Our signature event that took the nation by storm. This event, supported and guided by HELP staff, was organised and produced by HELP students. Boleh Host?! is a competition where young people get the chance to show how they would host their own TV or radio show in front of celebrity judges. A day full of surprises, workshops, stalls, VIP guests and thousands of ringgit in prize money. "Boleh Host?! is a platform where young people can express themselves passionately and get the chance to win some cash. Great fun and radical" (Nur Farah - HELP student). All Communication students get the chance to be involved.



5. Passionate audience at Boleh Host?!
6. Boleh Host?! winner 'Heer Raj Mahal'.
7. Instagram photo booth.
8. Boleh Host?! 'Runner-Up' Shahrul Nizam Bin Mohd Sharil.
9. Boleh Host?! judges and winners (from left: Alexis Sue-Ann, Dr Andy Hickson, Heer Raj Mahal, Shahrul Nizam, Pasha Rahim, Joey G).

BROADCAST CENTRE, EDIT SUITES, FILM STUDIO AND RADIO STATION



We created our **Broadcast Centre** after acknowledging the industry's need for skills-based students with hands-on experience of the professional world of audio and video production.

HELP Media Studio provides students experience of the production and post-production work-flow. Access to broadcast-quality cameras, DSLRs, lighting, audio recording devices, and editing software enhances their skills and expertise.

The HELP Radio Station is run by students under the guidance of professional staff throughout each semester and operates on a MAC platform.

In order for students to meet industry standards in editing and visual effects apps which are required in some of the Communication degree and diploma programmes, the workstations now include Hitfilm Express (video editing and visual effects), Davinci Resolve 16 (video editing and colour correction), Motion 5 (visual effects) and Compressor (media export tools).

The Film Studio has been transformed to become an indoor production studio. The students are exposed to the process of multiple camera production recording, green screen production, broadcast standard workflow and photography shoots.





HOW WILL A COURSE IN COMMUNICATION STUDIES HELP ME?

We all need to communicate. Whatever field we enter, communication is the key to our success. We communicate our ideas, inventions, thoughts, programmes and markets. In fact, of all the social skills, communication skills are crucial in every sphere of life. Good communication skills will always put us ahead of the competition. Strong communication skills are what employers are looking for above all other skills.

Communication skills help us not only in the workplace or in further education, they also help us in our personal lives, our sociability, our family life and our friendships. Having solid communication skills makes us more confident and allows us to be heard in a life full of distractions. Superior communication skills also enable us to develop our listening skills, thus helping us engage in dialogues rather than monologues and fosters all round interactive creativity.

Communication is at the heart of every organisation. Everything you do in the workplace results from communication. Therefore, good reading, writing, speaking and listening skills are crucial if

tasks are to be completed and targets achieved. As you develop your career you will find various reasons why successful communication skills are important to you; for example to secure an interview you will need good communication skills to make sure your application letter is read and acted upon. To get the job, you will need to communicate well during your interview if you are to offer yourself and get the job you want. To do your job well, you will need to request information, discuss problems, give instructions, work in teams, interact with colleagues and clients. If you are to achieve co-operation and effective teamwork, good human relations skills are essential. Also, as the workplace is becoming global, there are many factors to consider if you are to communicate well in such a diverse environment.

The most successful organisations understand that if they are to be successful in today's business world, good communication at all levels is essential.

Our courses in Faculty of Arts and Communication will help you be the best that you can be.

DIPLOMA IN COMMUNICATION

KPT/JPS (R/321/4/0121) (MQA/FA4419) 03/24

The Diploma in Communication was created in consultation with industry experts and educationists to both prepare graduates for the industry and for admission into our three degree BCom pathways.

With this diploma, students will gain an in-depth understanding of how the elements of marketing and communication mix, how to implement various communication strategies into marketing objectives, and what companies must do to effectively communicate with potential and existing clients. Graduates could become the next viral You Tuber or internet superstar.

HELP diploma graduates will be industry ready, business savvy, creative entrepreneurs and public relations experts or ready to tackle the next educational challenge. This diploma is a good foundation for students who want to pursue a bachelor's or

master's degree in communication, media studies, public relations, business and marketing.

Students will receive training in our state-of-the-art production studio, editing suite and graphic design laboratory.

One of the stand-out modules of our communication programmes is the performing arts element. You will learn acting and vocal techniques that will help you in your communication and media studies. The foundations for success.

The Dip Com also permits credit transfer directly into Year 2 of the BCom programmes (Marketing Com, Media Studies, Public Relations), thereby shortening the duration of the student's degree studies by about a year.

OPTION 1 COMMUNICATION ANALYTICS

- Communication in a Global Workplace
- Social and Business Communication
- Introduction to Data Analytics
- Search Engine Optimisation
- Visualising & Communicating Data

OPTION 2 FILMMAKING, BROADCAST & MEDIA

- Broadcast and New Media
- Malaysian Film Industry
- Films for YouTube and Social Media
- Video Production Management
- Digital Marketing

OPTION 3 SOCIAL & DIGITAL MEDIA MARKETING

- Intro to Marketing Communication
- Media, Technology and Society
- Advertising
- Digital Marketing
- Films for YouTube and Social Media

FOR ALL OPTIONS (Choose one)

Community Service, Creating Compelling Visual Content or Scriptwriting

PROGRAMME DETAILS

- 2-year programme
- 26 subjects to be completed in a minimum period of 2 years

ENTRY REQUIREMENTS

- A pass in SPM or its equivalent, with a minimum of 3 credits in any subject, including English; or
- 3 O-Level credits or 3 Bs (including English) in Senior Middle Three (UEC) or equivalent
- A pass in STPM or its equivalent, with a min Grade C in any subject
- A Certificate in Media or Communication or its equivalent

International students only

International students who do not have the minimum English language entry requirement can be accepted into the programme. However, they have first to enrol in the HELP Intensive English Programme (IEP) and sit for the IELTS or other similar tests. Upon passing the test with 5.0 score or equivalent, students can formally enrol in the faculty programme.

ASSESSMENT

- Coursework and assignments 60%
- Written examination 40%

INTAKES

January/April*/August

*Special intake for new students only

YEAR 1

- Intro to Mass Communication
- Human Communication
- Public Relations
- English for Academic Purposes
- Public Speaking & Presentation Skills
- Digital Photography Techniques
- Acting for Film and Theatre
- Creative Media Production
- Multimedia Design
- Graphics and Publication Design
- Writing for Mass Media
- Principles of Journalism
- MPU 2163/2133 (Local/International)
- MPU2263 Communication 1

YEAR 2

- Introduction to Research
- Introduction to Entrepreneurship
- Event Management
- Introduction to Translation
- Internship
- Chosen Option

BACHELOR OF COMMUNICATION (MEDIA STUDIES) (HONS)

KPT/JPS (R2/321/6/0145) (A6242) 03/25

Do you have an innate desire to pursue a career in film, television, print and digital communication? Do you want to be the next You Tuber? Are political campaigns, celebrity scandals and the ways we communicate with each other of interest to you? If the answer is yes to any of those questions, then this course is the right one for you. It will help equip you with the skills to analyse the media and think critically about its social and political impacts. You will get to make films, to produce, perform, edit and put your skills to practice in industry settings.

The media studies programme at HELP University takes an integrated approach and a broader look at media in all its forms, so that our graduates are prepared for both traditional and non-traditional media careers. Our curriculum allows students to creatively express themselves via journalistic writing and editing for various media platforms, communicating ideas through short films, documentaries, photography and design, as well as media management and marketing.

Taught by industry specialists and expert researchers, you can choose to focus on digital media, film studies, news journalism, communication skills, promotional communication, and other topics. You will even undertake a twelve-week work placement to gain hands-on experience in the communication and media industries.

To support your academic study, you'll have access to breakout rooms within the university. We also have a student common room, especially for students studying in the Facultyn of Arts and Communication.

In addition to our extensive loans service for equipment such as digital recorders, video cameras, stills cameras, you'll benefit from access to our top of the range editing suites equipped with the latest video editing software, Photoshop and more. We are also expanding our dedicated digital media lab with specialist software, a fully equipped radio station and broadcast studio and green screen room.



Students utilising our equipment in our media broadcast centre.



YEAR ONE

- MCH 102 Public Speaking
- MCH 101 Introduction to Mass Communication
- MCH 100 Social and Business Communication
- MCH 152 Introduction to Media Writing
- MCH 106 Information Tech, Mass Media and Society
- HAA 102 Introduction to Design
- MCH 120 Introduction to Film
- MCH 108 Digital Photography Techniques
- MCH 110 Video Production Techniques
- 2 Year One free elective subjects

MPU 1

Local Students

- MPU3123 Tamadun Islam dan Tamadun Asia (TITAS)

- MPU3113 Hubungan Etnik

International Students

- MPU3173 Malaysian Studies 3 / Pengajian Malaysia 3
- MPU3143 Bahasa Melayu Komunikasi 2

YEAR TWO

- MCH 215 Intercultural Communication
- MCH 250 Communication Theory
- HSO 210 Social Research Methods
- MCH 208 Communication in the Workplace
- MCH 210 Writing for Broadcast and New Media
- MCH 212 Documentary Production Techniques
- MCH 221 Media Relations and Management

- MCH 251 Theories of Media
- MCH 280 News Writing and Reporting
- 2 Year Two free elective subjects

MPU 2 - choose 1

- MPU3213 Bahasa Kebangsaan A*
- MPU3263 Communication and Leadership Skills
- * For local student who do not have credit in BM SPM

YEAR THREE

- MCH 317 Publication Design
- MCH 390 Honours Thesis
- MCH 396 Practicum
- MCH 314 Communication Law and Ethics
- MCH 380 News Editing
- MCH 333 Feature Writing
- MCH 321 Media Marketing
- 2 Year Three free elective subjects

MPU 3

- MPU3373 A*Gen Careers in Malaysia and Beyond

MPU 4 - choose 1

- MPU3412 Co-curriculum - Sports 2
- MPU3422 Co-curriculum - Community Service 2
- MPU3432 Co-curriculum - Event Management 2

BACHELOR OF COMMUNICATION (MARKETING COMMUNICATION) (HONS)

KPT/JPS (R2/321/6/0146) (A6244) 03/25

This course has been developed with industry professionals and top academics to make sure you gain the practical experience and skills you need to succeed in a career in digital marketing or marketing communications or of course business.

It combines marketing communications, digital marketing and management subjects. It's designed to equip you with the skills that marketing and marketing communications employers are looking for in the increasingly digital workplace of the future.

From advertising and creative design packages, through to direct marketing, social media marketing, public relations, search engine optimisation, websites and Google Analytics, you'll graduate with a portfolio of skills as well as a strong personal brand.

This course takes you beyond the traditional advertising major, as the curriculum incorporates business, marketing and management perspectives into advertising. It includes promotions, brand management, product launches and

merchandising, among others. Marketing communication specialists today are an integral part of any marketing team. They communicate information to current and prospective customers about products or services that are currently available in the market, as well as launching of new brands or rebranding through the various media.

You'll address real-world issues from the start, using your new skills to explore case studies and support local start-ups and charities with their marketing challenges. You'll graduate with professional experience and useful contacts to help kick-start your career.

This course could lead you into many different careers in digital marketing, marketing communications and in agencies. Your skills will be in demand in a wide range of roles, including graduate management trainee, digital marketing manager, marketing communications executive, account executive, social media executive or direct marketing manager.

ENTRY REQUIREMENTS SEE PAGE 21

YEAR ONE

MCH 102	Public Speaking
MCH 101	Introduction to Mass Communication
MCH 100	Social and Business Communication
MCH 152	Introduction to Media Writing
MCH 106	Information Tech, Mass Media and Society
HAA 102	Introduction to Design
HEC 101	Introduction to Micro-economics
HEC 102	Introduction to Macro-economics
MCH 150	Introduction to Marketing Communication
2 Year One free elective subjects	

MPU 1

Local Students

MPU3123	Tamadun Islam dan Tamadun Asia (TITAS)
MPU3113	Hubungan Etnik

International Students

MPU3173	Malaysian Studies 3 / Pengajian Malaysia 3
MPU3143	Bahasa Melayu Komunikasi 2

YEAR TWO

MCH 215	Intercultural Communication
MCH 250	Communication Theory
HSO 210	Social Research Methods
MCH 208	Communication in the Workplace
HBA 200	Business Administration
MCH 206	Graphic Design

HBA 212	Principles of Advertising
MCH 260	Advanced Marketing Communication
MCH 214	Advertising Copywriting
2 Year Two free elective subjects	

MPU 2 - choose 1

MPU3213	Bahasa Kebangsaan A*
MPU3263	Communication and Leadership Skills
* For local student who did not have credit in BM SPM	

YEAR THREE

MCH 317	Publication Design
MCH 390	Honours Thesis
MCH 396	Practicum
MCH 314	Communication Law and Ethics
HBA 318	Consumer Behaviour
MCH 321	Media Marketing
MCH322	Advertising Campaigns Activities
2 Year Three free elective subjects	

MPU 3

MPU3373	A*Gen Careers in Malaysia and Beyond
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MPU 4 - choose 1

MPU3412	Co-curriculum - Sports 2
MPU3422	Co-curriculum - Community Service 2
MPU3432	Co-curriculum - Event Management 2



“Studying in HELP has allowed me to tap into my inner creativity and helped me discover my passion for film making. With the strong support from lecturers, I have been able to explore and seek new insights and experiences that moulded me into the person I am today. The culture at HELP has expanded my horizons and enabled me to understand the true meaning of life.”

Yarhvin Kumar
BComm (Media Studies) (Hons)
Freelance Production Manager

Future proof yourself for the digital and online world with our amazing programme, staff and innovative curriculum. Be the next viral Instagrammer or YouTuber.

Learn how to market yourself, your company, your brand in ways that take your customers to a new world. Make yourself the one that they want, the one that stays ahead of the competition.

The internet star of the future.
The next marketing sensation!



BACHELOR OF COMMUNICATION (PUBLIC RELATIONS) (HONS)

KPT/JPS (R2/342/6/0117) (A6243) 03/25

Through carefully organised protocols, Public Relations (PR) specialists use their media expertise to help create and preserve a positive image of the company or organisation they work for. It's a diverse, challenging career, with opportunities to mix with a wide variety of people. This course can be described as a combination of journalism and PR. It is ideal if you're fascinated by current trends and issues, and excel at building relationships. Public relations practitioners work on developing beneficial relationships with clients, media, government, consumers and other stakeholders.

This programme provides students with professional skills and knowledge, including skills in professional writing techniques, crisis and issues management, media and stakeholder relations, campaign planning, strategy and research, with an emphasis on problem-solving, creativity, as well as project and relationship management.

You'll work individually and as part of a team to deliver projects to live briefs and deadlines, and apply your entrepreneurial skills to meet the needs of diverse audiences. You will gain cross-platform skills in writing, marketing communications and media strategy, explore hands-on skills of traditional reporting and PR, and produce compelling, well-researched stories using blogs, content marketing, digital and social media to engage diverse audiences.

As a PR practitioner you may want to work in-house or in a consultancy, with sectors including business-to-business, local government, charity, NGO and finance. In addition, you could also see yourself working in copywriting, editing or publishing, among many other options. Whichever path you choose, your advanced communication and research skills will ensure you stand out in a rapidly expanding industry.

YEAR ONE

- MCH 102 Public Speaking
- MCH 101 Introduction to Mass Communication
- MCH 100 Social and Business Communication
- MCH 152 Introduction to Media Writing
- MCH 106 Information Tech, Mass Media and Society
- HAA 102 Introduction to Design
- MCH 121 Public Relations
- MCH 150 Introduction to Marketing Communication
- MCH 125 Introduction to Sociology
- 2 Year One Free Elective subjects

MPU 1

Local Students

- MPU3123 Tamadun Islam dan Tamadun Asia (TITAS)
- MPU3113 Hubungan Etnik

International Students

- MPU3173 Malaysian Studies 3 / Pengajian Malaysia 3
- MPU3143 Bahasa Melayu Komunikasi 2

YEAR ONE

- MCH 215 Intercultural Communication
- MCH 250 Communication Theory
- HSO 210 Social Research Methods
- MCH 208 Communication in the Workplace
- MCH 230 Public Relations Case Studies
- MCH 240 Public Relations Management
- MCH 241 Public Opinion and Propaganda

- MCH 251 Theories of Media
- MCH 231 Public Relations Writing
- 2 Year Two Free Elective subjects

MPU 2 - choose 1

- MPU3213 Bahasa Kebangsaan A*
- MPU3263 Communication and Leadership Skills

* For local student who did not have credit in BM SPM.

YEAR THREE

- MCH 317 Publication Design
- MCH 390 Honours Thesis
- MCH 396 Practicum
- MCH 314 Communication Law and Ethics
- MCH 316 Public Relations Audit
- MCH 360 Public Relations Strategies and Campaign
- MCH 370 Crisis and Issues Management

2 Year Three Free Elective subjects

MPU 3

- MPU3373 A*Gen Careers in Malaysia and Beyond

MPU 4 - choose 1

- MPU3412 Co-curriculum - Sports 2
- MPU3422 Co-curriculum - Community Service 2
- MPU3432 Co-curriculum - Event Management 2

“Studying at HELP University brought an added value to my personal life. I have great memories of my years there thanks to the quality of the courses and the lecturers. I was able to secure a job even before the end of my studies. I would recommend HELP University to those who are looking for a good private university.”

Josephine Sin Wyn Fong
BComm (Public Relations) (Hons)
Associate Executive at Edelman Malaysia



PROGRAMME DETAILS (FOR ALL THREE HELP BACHELOR OF COMMUNICATION HONS DEGREES)

36 subjects to be completed in a minimum period of 3 years

ENTRY REQUIREMENTS

- HELP Foundation in Arts/ Foundation in Science; or
- 2 STPM Grade C/2 A-Level passes; or
- 5 Bs (including English) in Senior Middle 3 (UEC); or
- 5 CPU passes with a minimum average of 50%; or
- 5 SAM/TEE exam passes with a university aggregate of 50%; or
- Minimum 24 points in International Baccalaureate; or
- Matriculation/Foundation with minimum CGPA of 2.00; or
- A Diploma or its equivalent with minimum CGPA 2.00; or Equivalent qualification and
- 3 SPM/O-Level credits (including credit in English) and a pass in • SPM Bahasa Malaysia and Sejarah (for Malaysians only)

International students only

International students who do not have the minimum English language entry requirement can be accepted into the programme. However, they are first to enroll in the university Intensive English Programme (IEP) and sit for the IELTS or other similar tests. Upon passing the test with 5.0 score or equivalent, students can formally enroll in the faculty programme.

ASSESSMENT

- Coursework and assignments 60%
- Written examination 40%

INTAKES

January / May / August / October*

*Special intake for international students only



EXCITING SHORT PROGRAMMES!

Faculty of Arts and Communication is putting together a whole range of innovative and exciting short programmes covering all areas of the creative arts.

CERTIFICATE IN FILMMAKING **BEGINNER, INTERMEDIATE AND ADVANCED**

Learn about the art and craft of filmmaking through dynamic studio instruction, hands-on film workshop sessions, live editing, writing, producing, directing, acting for camera, sound and audio production and culminating in the making of your own video.

INTRODUCTION TO FILMMAKING **2 DAYS (6 HOURS)**

This course provides students with a strong foundation in filmmaking which culminates in the making of their own film. It is practical-based with hands-on sessions that include building a story, breakdown the scenes, planning the shoot, selecting the right gear and crew, calling the shot, data collection and rough editing. At the end of the course there will be a special screening of all the students' films at which time all certificates will be presented.

INTERMEDIATE COURSE **3-DAYS (10 HOURS)**

To enrol, students must have completed the Introduction to filmmaking course or have some experience of making films and basic editing. This course expands students' knowledge of film-making that will include documentary-making, making a shot-list, scouting locations and filming on location, audio, lighting and

motion graphics. The course culminates in each student making their own film. At the end of the course there will be a special screening of all the students' films at which time all certificates will be presented.

ADVANCED COURSE **5 DAYS (15 HOURS)**

To enrol, students must have completed the intermediate filmmaking course or have some experience of making films and editing.

The objective of this course is to help students make their own short feature film. From idea to screen. Explore and understand the art and technique of visual storytelling including directing, cinematography, art of editing, and post-production sound design.

Students will direct and edit their film of up to ten minutes in length, and will incorporate multiple tracks of sound including music, sound effects, ambient sound, and/or voiceover. The course culminates in each student making their own film. At the end of the course there will be a special screening of all the students' films at which time all certificates will be presented.

CERTIFICATE IN STAGE MANAGEMENT

6 WEEKS (24 HOURS)

This course is designed for those who wish learn or enhance their skills as a stage manager. If you are thinking of going to university, career swapping, want to manage your amateur drama society, small scale or educational theatre productions, then this is the course for you.

Fun and practical, it will cover all the basic information progressing through to professional level skills to giving you the knowledge to confidently undertake the role of Stage Manager, ASM, Production Assistant to use in your current job or as a basis for further training or progression into the industry.

The course will cover many of the techniques of stage management, from the classic skills of prop management, costume and set making to an overview of the production process. Also included is marking out to team dynamics. A theatre visit is included.

YOU WANT A FIGHT? CERTIFICATE IN UNARMED STAGE COMBAT

2 DAYS (10 HOURS)

For students with little or no experience in stage combat. The Basic course provides a thorough foundation in stage combat skills with equal emphasis on safety, technique, style and performance. No prior experience is necessary.

Students will be taught a range of basic techniques and how to portray stage violence effectively with correct actions and reactions. Students will also gain an understanding of the basic principles of stage combat including angles, staging and misdirection. Using these skills, students are then encouraged to stage their own fights around a selection of scenes looking at how, where and, most importantly, why a fight happens and what effects it has on a play as a whole.

CERTIFICATE IN DATA DRIVEN JOURNALISM

6 DAYS (36 HOURS)

A brand new exciting course for today's digital world. Delivered in partnership with Malaysiakini and HELP University. Data is all around us. We now live in a data driven world. The most effective stories are usually interactive, visually compelling and provide deep insight through data. Data is now mainstream and journalists need to know how to obtain, clean and analyse the growing archive of digitised information out there. This course will focus on helping you put news into context by simply using data to inform and assist your journalistic work.

This course is for journalists, students and those who want to learn new tools and methods to use in data driven journalism and how to incorporate it into you work. At the end of the course, you will receive a joint Certificate of Completion from Kiniacademy and HELP University. This course is held over 3 weekends. 10-4 each day. Limited to 20 participants.

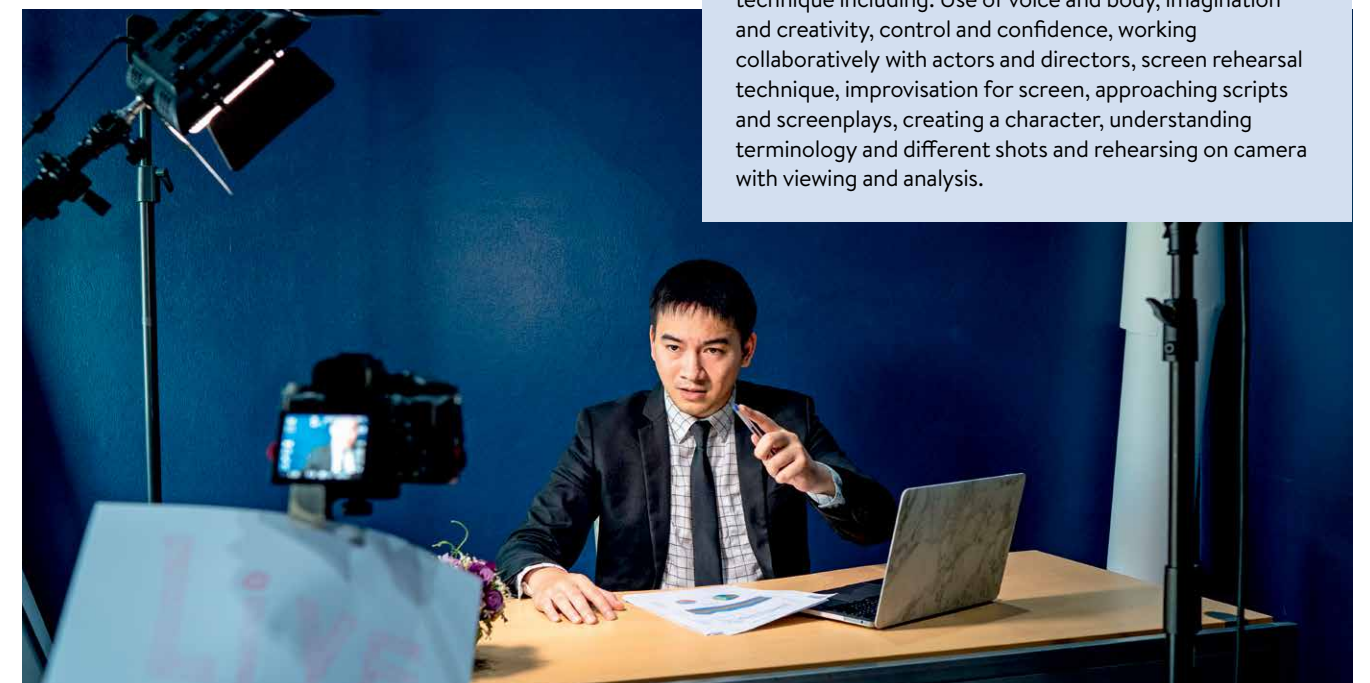
CERTIFICATE IN ACTING FOR CAMERA

6 WEEKS (36 HOURS)

Acting for film and television is a skill separate from theatre, although many techniques are similar. Theatre is often described as performing the large whereas film maybe viewed as performing the small. The camera captures every moment; what you're thinking, what you're feeling, your internal conflicts, and your physical impulses. What's more, it can get all of this through your eyes.

They pull the viewer into the soul of the person you're portraying. Film and television editing requires reaction shots; they are integral to the flow of the narrative and character development. The editor will be looking for those reactions in post production.

Over the duration of this course\ you will develop your screen acting skills which will take you forward to enable you to produce a confident screen performance technique including: Use of voice and body, imagination and creativity, control and confidence, working collaboratively with actors and directors, screen rehearsal technique, improvisation for screen, approaching scripts and screenplays, creating a character, understanding terminology and different shots and rehearsing on camera with viewing and analysis.



HELP-ING YOU EXPERIENCE A NEW ADVENTURE IN BANGKOK, THAILAND

The Faculty of Arts and Communication at HELP University understands the importance of opening young minds to a variety of ideas, concepts and cultures. This is why when you join our degree program after completing the Diploma of Communication, you, along with some of your other fellow peers with us will be entitled to a one-week subsidised trip to Bangkok, Thailand. Trip includes: return travel to Thailand, accommodation, meals, trips, venue tickets, studio visits and staff support*.

Bangkok is a magnificent hub for the media and communications industry. Award-winning films & studios, viral advertisements, leading communication agencies and media industry leaders all have a presence in this ever-evolving city.

Students who join us on this trip will be provided exclusive insider access to film & TV studios, graphic design companies, advertising & public relations agencies, photography studios, performing arts or theatre houses and even broadcasting stations. Students will also get the rare opportunity to meet with some of Thailand's most prominent media industry leaders, like film directors, PR professionals and even photographers (subject to availability).

It's not all about learning. This unique trip will provide students with the opportunity to bond in one of Asia's most exciting cities. Home to over 10 million residents and over 20 million tourists per year, Bangkok offers everything from ancient temples to bustling night markets and some of the world's best street food. You and our students will be at the centre of it all.

You will not only stay in the heart of the city; you will experience the lives of an authentic Thai national within this week of a trip through the various eateries and travelling in Bangkok. Students will also go to one of Thailand's famous cinemas to experience movie-going in a whole different light.



LET YOUR SKILLS SHINE

More importantly, the many adventures planned out for this thrilling journey will afford students with the opportunity to utilise the knowledge they have gained throughout their diploma and degree studies. They will be asked to work on a collaborative project among each other, documenting their exploits in Bangkok. This collaborative project could be in the form of a documentary, event, magazine or anything else that helps students shine and express their knowledge, skills and experience.

What else are you waiting for? Join us on this exhilarating adventure, where your hearts and minds can be opened to new ideas and perspectives. This free trip is only available for students who begin their journey in HELP University's Faculty of Arts and Communication Diploma of Communication programme by 2021 and transfer to one of our degree programmes later on.

*You will need to pay for your visa (if needed), travel and medical insurance and any extras you want to buy.



Students attending Prom Night.



COMM VOICE

The Comm Union is a student representative body working in partnership with the Faculty through various avenues. Their key roles are facilitating communication between the Faculty and the students, actively working with communication clubs IPRMSA, CPS and the HELP Radio Club in organising events etc. Comm Union serves as a platform for students to demonstrate their leadership qualities as well as their ability to promote team spirit as a whole.



RADIO CLUB

The HELP Radio Club is our campus online streaming radio station broadcasting from the studio at Wisma HELP. Members are equipped with the practical skills to manage a radio station along with its programmes. Additionally, members are also presented with the rare opportunity to conceptualise and implement radio broadcast programmes as well as going live on-air! Currently, its programmes cover a wide spectrum ranging from news, commentaries, sports, young adult, music etc, catering to the interests of students, departments, faculty and administration of the university.



IPRMSA

The Institute of Public Relations Malaysia Student Association (IPRMSA) was established in collaboration with the Institute of Public Relations Malaysia (IPRM), with the common goal of bringing together students who have a collective interest in participating public relations programs. Working together with the communication clubs, IPRMSA offers a platform for students to gain various public relations skills and knowledge that is put into practice, simultaneously allowing students to foster good relationships with industry professionals.



CPS

Creative Production Content comes in many forms - photography, graphic design, directing, editing, creating, writing etc. With the numerous avenues existing today, the Creative Production Society (CPS) aims to provide students the touch and feel of the different aspects of media applications. Bridging the gap between practical and theoretical aspects, CPS seeks to apply its knowledge, skills and ideas through digitally designed art, taking their first step into the creative community. With CPS, it is a constant creative and artistic process that will offer students the opportunity to communicate their ideas that meet industry requirements.

A CITY CAMPUS

The HELP Faculty of Arts and Communication is located in suburban Kuala Lumpur. Three minutes walk from Semantan MRT station to Wisma HELP. Here you have all the benefits of a city campus including a great night life, superb varieties of food and culture, sights, tourist attractions and easy access to the whole of Kuala Lumpur while just a few minutes' walk takes you to the peace and tranquillity of woods, jungle and nature.

ENJOY A WIDE RANGE OF ACTIVITIES

HELP University City Campus is just one part of a bustling cultural centre that brings energy to Kuala Lumpur. In addition to all the activities offered by the university, you have the opportunity to explore the vast array of festivals, arts and cultural events, hip streets, musical venues and shops that are normally only found in a bigger city. Public libraries, museums, meetup groups, industry experts - all of these are at your fingertips when you go to an in-city university. You are limited in your access to professional and academic resources only by your imagination.

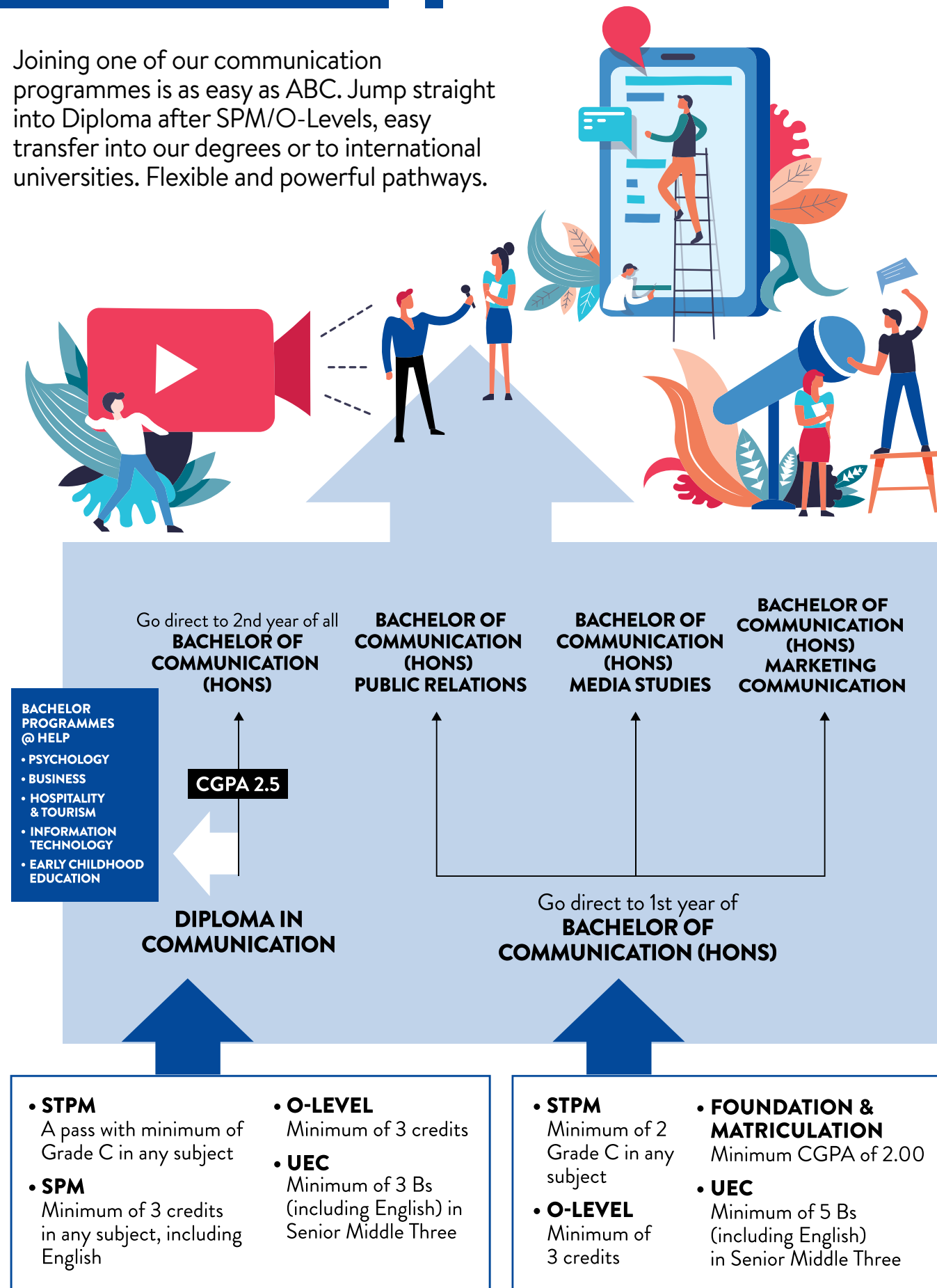
TAKE ADVANTAGE OF PUBLIC TRANSIT



The Semantan MRT station in Damansara Height is just a stone's throw away from Wisma HELP

COMMUNICATION PROGRAMME PATHWAYS AT HELP

Joining one of our communication programmes is as easy as ABC. Jump straight into Diploma after SPM/O-Levels, easy transfer into our degrees or to international universities. Flexible and powerful pathways.



INTERNSHIP OPPORTUNITIES INCLUDE:

- ASTRO
- AIRTIME MANAGEMENT
- ABSOLUTE PR
- AIDCOM
- BLOOMBERG
- BLOOMINGDALE ADVERTISING
- BLUINC MEDIA
- BRANDTHINK PR
- BR PROPERTY HOLDINGS
- CARAT MEDIA SERVICES
- COCONUTS
- DIMSUM
- EXXON MOBIL
- EVO PICTURES
- FOODPANDA
- FMT
- FP AVANTE
- GSC
- GO COMMUNICATION
- HIKAYAT MEDIA
- KPMG
- KYANITE.TV
- LEO BURNETT ADVERTISING
- MALAYSIAKINI.COM
- MALAY MAIL
- BERNAMA
- MEDIA ACCESS ADVERTISING
- MEDIA PRIMA BERHAD
- MYC!
- MAXMAN TV
- NEW STRAITS TIMES
- NTV7
- NETFLIX
- OGILVY & MATHER KL
- ORION DIGITAL
- PETRONAS COMMUNICATIONS
- PHENOMENON ENTERTAINMENT
- SHELL
- TV3
- SLEDGEHAMMER COMMUNICATIONS
- SINCHW
- SONY (MALAYSIA)
- STAR RFM SDN (RED.FM)
- SLPR WORLDWIDE
- SILVER MOUSE
- SKY BLUE MEDIA
- STARCOM MEDIAVEST GROUP
- TGV
- TEXT100 MALAYSIA
- THE STAR MEDIA GROUP
- THE VOCKET
- WILD AGE

CREDIT TRANSFER PROGRAMME



In the Faculty of Arts and Communication we have a range of exciting transfer possibilities to universities all over the world. One such option for our Diploma in Communication students is a transfer to the University of Hertfordshire (UOH) in the UK.

Our students have jumped straight from completing their HELP Diploma into the final year of a degree at UOH. That is the equivalent of a 3-year degree straight from SPM or O-levels.

UOH is the UK's leading business-facing university and an exemplar in the sector. It is innovative and enterprising and challenges individuals and organisations to excel.

A university with cutting edge facilities with a campus spread across 125 acres. Benefit from latest technology, round the clock resources on the doorstep of the nation's capital.

Recently UOH was awarded the accolade of the Gold in Teaching Excellence Framework (TEF) and ranked as one of the world's top 150 universities under 50 years old.

25-minutes from and easy access to London.

"We have enjoyed having all of your students in our classes and their presence and participation has enriched the learning experience for all of our final year students. They have been a credit to your University and please pass on our thanks to their tutors who have prepared them so well for this experience."

Peter Thomas
BSc (Hons), MA by Research, FHEA
Mass Communications Programme Leader, Collaborative Partnerships Leader
Principal Lecturer in Media, University of Hertfordshire



"The sports clubs and programmes offer a great balance between study and play. Lecturers are supportive and helped me achieve. I would definitely recommend studying here for the opportunities it allows, the people you meet and the skills you learn that will take you far in your life and career."

Vanessa Yong Ke Xin
BA Mass Communications (Hons)



"At the University of Hertfordshire I met a lot of crazy and wonderful new friends from all over the world, and this has changed my life for the better. I highly recommend it."

Wee Zhen Ian
BA Mass Communications (Hons)

MORE UNIVERSITY OPTIONS

AUSTRALIA

- University of Queensland, Brisbane
- University of South Australia, Adelaide
- Deakin University, Victoria

UNITED KINGDOM

- University of Hertfordshire, England
- Middlesex University, London
- Robert Gordon University, Scotland

ACADEMIC TEAM



PROF DR ANDY HICKSON
PhD (Educational Philosophy)
(Exeter University)
MA (Social Anthropology)
(SOAS, University of London)
PGD (Education) (Exeter University)
Diploma (Policy Studies) (International Cooperative College)
Dean

Prof Dr Andy Hickson has worked in arts education for over 30 years. He has pioneered creative action methods and social theatre as a student centered approach to experiential learning and problem solving. In addition, he has developed other creative pedagogies for working with a variety of children and adults including those with special needs (Autism and Aspergers), mixed cultural groups and arts in business. He has worked creatively all over the world including in South East Asia, China, Japan, Zambia and Brazil. He is a published author, and a theatre and film director. Other recent roles include the Director of the UK Anti Bullying Village and Director of the original National Anti-Bullying Conference for Young people and the International Anti-Bullying Festival. He has worked closely with the UK, French and Gibraltar governments on various educational projects. His PhD (Philosophy and Education) challenged societal ideas on power and young people and demonstrated the ability of young people to design and deliver successful creative education programmes themselves.

精英大学是马来西亚顶尖的高等学府。
良好的沟通技巧将成为你成功的关键因素。



MOHD AZHAR BIN ISMAIL
BA Mass Comm
(Advertising) (UiTM)
Studio Manager

Bob Azhar has more than two decades of industrial experience in broadcasting. He is an Avid Certified Instructor and Avid Certified Editor and provides training on nonlinear editing workflow for high-end post productions and TV stations in Malaysia. In 2014 his skills and expertise gained him recognition by the Creative Content Industry Guild as a professional editor and as a broadcast industry expert by the Ministry of Human Resources.



ASIL ESAAM GHEBLAWI
MA (Int Relations)
(Nottingham)
BMassComm (Hons)
(Public Relations) (UiTM)
Senior Lecturer

Coming from a family with a deep appreciation towards communication field, Asil knew early on she would be a part of the ever-evolving media industry. After completing her Bachelor's degree, she pursued her Masters in International Relations to hone her PR skills on a global scale. With working experience in healthcare PR and investor relations, Asil hopes to get students excited and be passionate about becoming a PR professional in any industry that interests them.



KAMAR AZMAN KAMARUZAMAN
MSc (Journalism/Advert)
(Ohio), BComm (Advert)
(UiTM)
Senior Lecturer

Kamar has worked for over 20 years in the communication industry: in advertising agencies, event management companies and production houses both locally and overseas. He was also a Lecturer at the Faculty of Communication and Media Studies at UiTM. Kamar's expertise and rich experience, especially in Marketing, Communication and Video and TV/Radio Production, enhances students' understanding of current industry practice.



FLOY YAP
MA Education and
Communication
Technology (New York), BA
Mass Communication and
Psychology (Wisconsin)

Senior Lecturer

Versatile is one of the words that is often used to describe him! Floy has extensive professional experience and held management positions in new media, broadcasting, e-commerce, banking and finance, military etc. Industries in the US, Singapore, Taiwan, Malaysia, to name a few. He has pioneered strategized, implemented, managed and advised projects for governments, government-linked corporations, private corporations as well as non-profit organizations locally, regionally and globally. He gives talks to different audiences on business and non-business subject matters.



KHAIRUAZHAR SAHABUDIN
BMassComm (Advertising)
Hons (UiTM)
Lecturer

Khairuazhar brings to his expertise a collection of experiences and skills in visual communication. He has worked in advertising, marketing, promotional events and publishing company. He upholds the importance of the creative process and visual thinking in conceptualising communication design to engage audience. He became an educator and trainer after years of working in the communication industry. He is an ardent learner and he is also a self-taught photographer and watercolour artist.



CARMEN LAI JIA WENG
MA, Communication
Management (UniSA)
Lecturer

Carmen has over a decade of lecturing undergraduate degree programs. She has an MA in Communication Management from University of South Australia (UNISA). She specializes in Marketing Communications, Mass Communications and Media Theories with research interests in Contemporary Buddhism and Media Ethics. Prior to an academic career, Carmen has sufficient industry experience as events and project coordinator as well as an office administrator with several multinational organizations in Kuala Lumpur.



GEETA DASS
MA (Communication)
(UTAR), BComm (Public
Relations) Hons (UTAR),
Dip MassComm
(Journalism) (KTAR)

Lecturer

A major in journalism and public relations, Geeta's principal research interest is in intercultural communication. Prior to entering in academia, she was involved in corporate communication and in the media business, which gave her the experience in handling both print and digital media.



KAVITA VELLU
MA Corporate
Communication (UPM)
BMm (Advertising
Design) Hons (MMU)
Lecturer

Kavita holds a Bachelor of Multimedia in Advertising Design from Multimedia University and a Masters in Corporate Communication from Universiti Putra Malaysia. She began her career as a creative designer, developing corporate identity and doing publication design for companies. She has conducted workshops on software training, bringing her extensive industry experience to her training.



ANDREW JASON GEORGE
MSc (Human
Communication) (UPM),
BComm (Public
Relations) First Class
Hons (HELP)
Lecturer

Andrew brings to the Faculty immense knowledge on the supporting facilities that the university can offer its students and experience in his field of study. He did his internship at multinational PR agency Edelman Malaysia before working as a full time PR Executive for two years with a leading sports PR agency, Shekhinah PR. Andrew returned to his alma mater in 2016 to pursue his passion of teaching and sharing his experiences with young minds.



Academic team of the Faculty of Arts and Communication



NUR ATIQA BINTI RAZAK
MA (Mass
Communication)
(London), B MassComm
(Hons) Public Relations
(UiTM)

Lecturer

Nur Atiqah holds a Bachelor's in Mass Communication (Public Relations) from Universiti Teknologi MARA, Shah Alam and a Master's Degree in Mass Communications from City, University of London. Before joining HELP, she began her academic teaching career at Limkokwing University of Creative Technology. Her teaching interest is in public relations and communications.



AW YUONG TUCK
BA (Journalism), MComm
& Media Studies
(Monash)
Lecturer

Tuck is a lecturer in the Faculty of Arts and Communication, HELP University. He has extensive experience as a videographer and editor. He was one of the editors in the Al Jazeera English documentary series 101 East and The Star TV. Besides videography, Tuck loves to joke and he has a string of awards to prove them: He won the Best Overall Production and Audience Choice Award at the KLPAC Short and Sweet Stand-Up Comedy Award (2015), featured on Iflix (Oi, Jaga Mulut in 2017 and Sedapnya Mulut in 2018), and the Astro Warna (Komediri 2015). He is a graduate of Monash University with a Master of Communication and Media Studies.



XUAN TAY SHIEK ER
BA (Cinematography),
MA (Digital Film & TV)
(Limkokwing)
Lecturer / Asst Studio
Manager

Xuan Tay is a lecturer and assistant studio manager in HELP University Malaysia. Besides that, she is an emerging indie filmmaker and producer. Her degree graduated from University Malaysia Sarawak (UNIMAS) in Cinematography program and further her study at Limkokwing University in Master Digital Film and Television. She has produced and directed short film and documentary during her study. She also has awarded as Best Emerging Filmmaker at KKIF, Sabah (2017). She also won awards and nominated at various short film competition around Malaysia and South East Asia.



AIMAN AHMAD
MComm & Media Studies
(Monash),
BA (Anthropology &
Sociology) (Curtin),
Dip in Arts & Creative
Industries (Mass Comm) (Curtin College)

Aiman is a communications specialist with eight years of experience in lifestyle and B2B marketing communications. Some of the few companies he has worked with include The Big Group, The Edge, the New Straits Times and DTZ. Aiman later pursued a Master's in Communications and Media Studies at Monash University with the aim of educating the next generation of communications specialists.



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