

BMC

BACHELOR OF MASS COMMUNICATION (HONOURS)

Flexible & Personalised Learning

- Online/blended learning approach: Independent + Supported Learning
 - Independent Learning – Access online materials anytime anywhere
- Supported Learning – monthly scheduled workshops and web conferences
 - Learn at your own pace

Flexible Payment

- EPF withdrawal/claim
- Individual income tax relief for education
- CIMB Bank 0% interest installment plan
- Pay based on courses enrolled

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The Mass Communication Programme at SEGi University focuses in bringing out your potential to be an expert communicator. You will gain technological and methodological know-how together with management foundations, and the knowledge and exposure to the latest trends and developments in mass communication practices.

SEGi's Mass Communication Programme also provide you the opportunities to interact and learn from industry experts, further allowing you to gain in-depth insights into the diverse communication field.

You will be given the chance to develop practice-oriented project that will enable you to practice what you have learnt, or gain an internship at a reputable company to fulfill the requirements of the project-based assignment.

Adult learners study mostly online and attend intensive revisions at their nearest authorised SEGi location once a month via our Blended Learning Approach that is customised to your needs. Study at your own pace and from anywhere, anytime, maintaining your work-life balance. Obtain a full SEGi University qualification similar to those who study full time. You will also get to meet and network with your peers to share experience and establish contacts.

CAREER OPPORTUNITIES

Variety of jobs in the communication field are available to you, such as Public Relations Specialist, Media Planner, Media Relations Specialist, Strategic Planner, Social Media Manager, Marketing Communication Specialist, Corporate Communication Executive, Copywriter, and many more. You can also choose to pursue your career with National and International companies that require expert knowledge and insight into the mass media industry.

ENTRY REQUIREMENTS

Year 1 Entry

- A pass in STPM/A-Level with minimum Grade C (CGPA of 2.00) in any 2 subjects
- Unified Examination Certificate (UEC) with at least B's in 5 subjects
- A pass in STAM with minimum grade of Jayyid
- Foundation with minimum CGPA of 2.00

Year 2 Entry

- Diploma in relevant programme with minimum CGPA of 2.00

AWARDING BODY

SEGi University

DURATION

Year 1 Entry : 3 – 5½ years

Year 2 Entry : 2 – 4 years

PROGRAMME MODULES

Year 1

- Media Technology & Practices
- Creative & Innovative Publishing
- Psychology in Communication
- Understanding Advertising
- Mass Communication & Stories of Mass Media
- Understanding Journalism
- Understanding Public Relations
- Integrated Marketing Communication
- Understanding Broadcasting
- Corporate Communication
- TITAS (Local) / Bahasa Melayu Komunikasi 2 (International)
- Communication English

Year 2

- Media Law, Power & Public Opinion
- Managing Media & Business
- Theory & Principles of Communication
- Entrepreneurship Development
- Sociology of Media & Culture
- Business Ethics
- Media Relations & Publicity (E)
- Public Relations & Media Writing (E)
- Issues & Challenges in Public Relations (E)
- Personal Health Management
- Bahasa Kebangsaan A / Effective Listening
- Public Opinion and Propaganda
- Environmental Management & Technology
- Hubungan Etnik (Local) / Malaysian Studies 3 (International)

Year 3

- Communication & Campaign Management
- Strategies & Practices in Public Relations (E)
- Pengurusan Ko-Kurikulum
- Industrial Training
- Research Methods
- Research Project
- Social Media and PR Practices
- Creative Writing

*(E): Elective Subjects

R/321/6/0111 KD CAMPUS



SEGi
University
Online



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