



FIRST CITY
UNIVERSITY
COLLEGE
WAY AHEAD

FACULTY OF BUSINESS, HOSPITALITY & COMMUNICATION

Mass Communication





ABOUT FIRST CITY UNIVERSITY COLLEGE

First City University College has an excellent track record of producing highly employable graduates, entrepreneurs and award-winners. First City UC offers external recognition with its collaborative international partners, in addition to its own Honours Degree, Diploma and Foundation programmes.

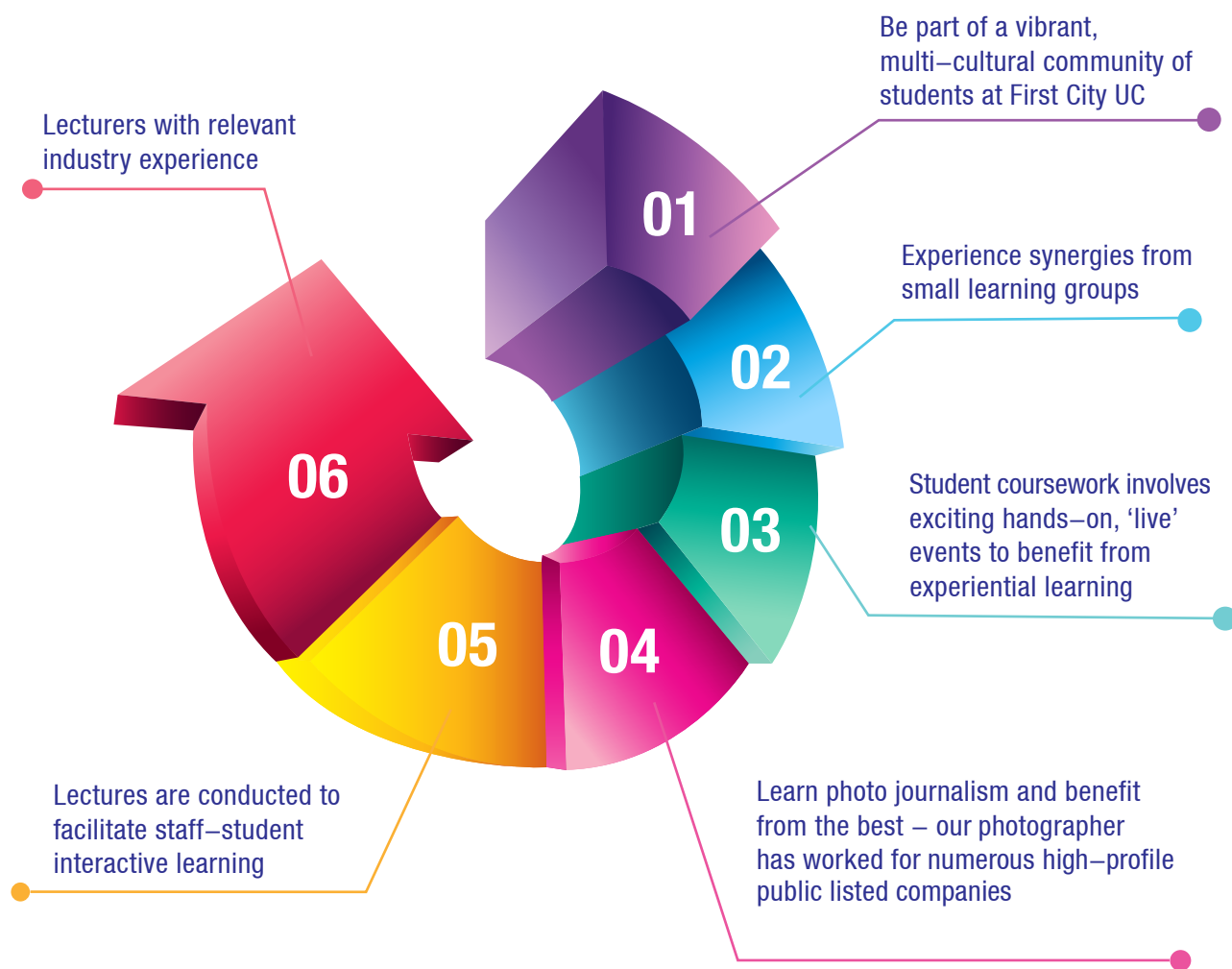
In view of its expanding student population and in-line with its aspiration to provide the best teaching and learning experience within a conducive campus, First City UC added a new Student Affairs and Services Centre, lecture and seminar rooms, laboratories, studios and workshops, a spacious IT Centre and library, Centre for Postgraduate Studies, two indoor sports halls, a dance studio, a food court and 500 covered carparks in its recently completed new building under Phase 2 of its campus expansion programme. To address students' need for accommodation, First City UC added a new 514 bed on-campus air-conditioned hostel with en-suite bathroom.

To meet the needs of industry for employable graduates, First City UC's programmes are:

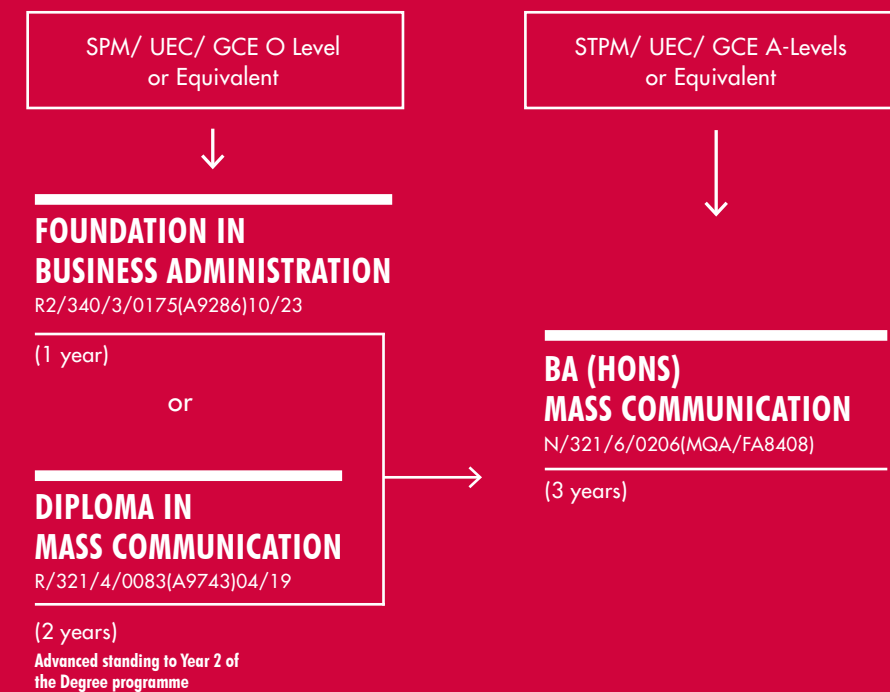
- Approved by the Malaysian Qualifications Agency (MQA) and relevant professional bodies such as the Board of Engineers Malaysia (BEM).
- Relevant to the needs of industry, as they are specially crafted to enhance the employability of graduates.
- Delivered by a qualified team of dedicated lecturers who are equipped with a range of teaching and industry experience



WHY STUDY MASS COMMUNICATION PROGRAMMES AT FIRST CITY UC?



PROGRAMME PATHWAYS



DIPLOMA IN MASS COMMUNICATION

R/321/4/0083(A9743)04/19

This programme is designed to equip students with relevant skills and knowledge to enable them to undertake a broad range of mass media roles. It also provides a firm foundation for students who wish to advance their studies in the mass communication discipline at degree level.

DURATION

2 year (6 semesters)

INTAKES

January, April, May and October

ENTRY REQUIREMENTS

SPM: Minimum 3 credits (including English)

UEC: Minimum 3Bs (including English)

GCE O LEVEL: Minimum 3 credits (including English)

Other equivalent qualifications which are recognized by the Malaysian government

MPU COMPULSORY SUBJECTS

* All Malaysian and International students are required to take 4 MPU compulsory subjects.

CAREER OPPORTUNITY

• Advertising • Event Management • Marketing & Communication • Public Relations
• Media • Journalism

SEMESTER 1 MODULE CONTENT

- Introduction to Mass Communication
- Public Relations 1
- English
- Introduction to Social Psychology
- Principles of Advertising
- Photography 1

SEMESTER 2 MODULE CONTENT

- Introduction to Business
- Writing for Mass Media
- Consumer Behaviour
- Principles of Marketing
- Computer Graphics
- Photography 2

SEMESTER 3 MODULE CONTENT

- Media Management
- English for Academic Studies
- Business Communication

SEMESTER 4 MODULE CONTENT

- Introduction to Broadcasting
- Mass Media & Society
- Public Relations 2
- Journalism 1
- Web Design and Development

SEMESTER 5 MODULE CONTENT

- Work Placement

SEMESTER 6 MODULE CONTENT

- Media and Marketing Communications
- Journalism 2
- Communication Laws
- Speech Communication
- Multimedia Technology
- Mass Communication Project



BA (HONS) MASS COMMUNICATION

N/321/6/0206(MQA/FA8408)

This degree is specially designed to equip students with the relevant skills and in-depth knowledge required to keep up with the ever-changing demands of the media and communications industry. The module covers a wide scope of media fundamentals, including public relations and communication, media planning and management as well as practical skills necessary to become an effective communicator. This will ensure our graduates are well-prepared to be absorbed into the workforce as soon as they complete the programme.

DURATION

3 years (6 semesters)

INTAKES

January, May and September

ENTRY REQUIREMENTS

STPM: Minimum 2Cs and 5 credits in SPM (including English)

UEC: Minimum 5Bs (including English)

GCE A LEVEL: Minimum 2Es

FOUNDATION/ MATRICULATION: Pass with minimum CGPA 2.0

DIPLOMA: Pass with minimum CGPA 2.0 in Diploma in Mass Communication/Diploma in Business Administration or its equivalent

Other equivalent qualifications which are recognized by the Malaysian government

MPU COMPULSORY SUBJECTS

All Malaysian and International students are required to take 5 MPU compulsory subjects.

CAREER OPPORTUNITY

- Media Specialist • Public Information Manager • Media Production Manager
- Social Media Marketing Manager • Journalist • Special Events Director
- Event Planner • Editor • Public Relations Specialist

SEMESTER 1 MODULE CONTENT

- Public Speaking
- Introduction To Mass Communication
- Fundamentals of Public Relations
- Journalism Studies
- Communicative English

SEMESTER 3 MODULE CONTENT

- Writing For Mass Communication 2
- Approaches To Media And Culture
- Photojournalism
- Digital Storytelling and Production
- Audience and Reception Studies

SEMESTER 5 MODULE CONTENT

- Communication Law And Ethics
- Media Planning
- Asian Media
- Crisis Management in Communication
- Customer Relationship Management
- Human Resource Management

SEMESTER 2 MODULE CONTENT

- Mass Media and Society
- Writing For Mass Communication 1
- Interpersonal Communication
- Integrated Marketing Communication
- Creative and Critical Thinking

SEMESTER 4 MODULE CONTENT

- Mass Communication Theories
- Mass Communication Research Methods
- Principles of Translation
- Public Opinion and Persuasion
- Applied Organizational Communication

SEMESTER 6 MODULE CONTENT

- Communication Technologies
- Global Media And Communication
- Mass Communication Project
- Webpage Design
- Desktop Publishing





INDUSTRY PARTNERS / EMPLOYERS

First City UC has an excellent track record on graduate employability. Our graduates are employed across all sectors in various positions and have served in these organisations:

- Media Prima Sdn. Bhd.
- AMG International
- Mantra Sdn. Bhd.
- The Idea Hut Sdn. Bhd.
- Star Media Group Sdn. Bhd.
- Sense Consultancy Sdn. Bhd.
- Reservoir World Production Sdn. Bhd.
- MM2 Entertainment Sdn. Bhd.
- Leverage Rich Enterprise Sdn. Bhd.
- Ogilvy and Mather
- IPG Mediabrands Sdn. Bhd.
- Asia Tropical Films
- E-VENTORY Productions Sdn Bhd
- Apostrophe Marketing Communications Sdn Bhd
- Rev Asia Berhad
- Locus-T Online Sdn Bhd
- Weave Asia Digital Sdn Bhd
- M Media Planet Sdn Bhd
- MITH DESIGN

SUCCESSFUL GRADUATES



▶ **LOKE ZHAO YAO (JACKSON)** - Senior Project Executive - Event, SQUARE ROOTS SDN. BHD.

Diploma in Mass Communication

First City UC provides a warm environment for its students. The campus is strategically located in Bandar Utama surrounded by food outlets, 5 mins drive to 1 Utama Shopping Centre where there are over 700 stores to shop, dine and have fun. Mass Comm is one of the best courses offered here. Lecturers are very friendly and knowledgeable; they share many industry insights and practical knowledge which provide students with a better understanding of the subject. Studying in First City UC improves students' knowledge and gives students the best experience to prepare them for stepping in or adapting into the working world and environment.



▶ **ALI MASHAAR MUSTHAFA** - Assistant Public Relations Officer, Ministry of Housing and Infrastructure of the Maldives

Diploma in Mass Communication

After a thorough research, I decided to study at First City UC. The programme covers comprehensive modules related to the field of Mass Communication, at a very affordable price. I practically implement everything that was taught at First City UC including critical thinking skills to become an effective media specialist. The internship module in the course was a great help as I was mentally prepared for the work environment.

FACILITIES



Recording and Editing Studio



Photography Studio



Photography Studio



Broadcasting Studio

FIRST CITY UNIVERSITY COLLEGE has made every effort to ensure that information presented in this brochure is as accurate as possible at the time of printing but does not accept liability for any error or omission. FIRST CITY UNIVERSITY COLLEGE reserves the right not to conduct a programme/course/option/subject if there is insufficient demand.

THE PURSUIT OF EXCELLENCE NEVER ENDS



“ Quality education. **1** Ideal Location.”

FIRST CITY UNIVERSITY COLLEGE

DKU031(B)



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