BACHELOR OF MASS COMMUNICATIONS (HONS)

In collaboration with the University of Hertfordshire, UK

Students are taught to understand the characteristics and intricacies of media’s role in society, in order to convey messages effectively, using critical thinking skills. They will master the art of developing key messages and writing news releases in a dynamic manner. Potential journalists will learn the impact of different news and their consequences on society. Taking up this degree can help students develop persuasive and creative skills as well as strengthen their capability for critical and analytical thinking, while upholding professional standards.

Highlights

- Students who have successfully completed will receive a dual award: A degree from INTI International University and a BA (Hons) Mass Media & Communications awarded by University of Herfordshire, UK.
- Basic management, marketing and/or computing knowledge through Business and Computing & IT elective courses
- Four choices of specialties: Broadcasting, Public Relations, Journalism, or Advertising
- Exposure to different campaigns to build management skills
- State-of-the-art Media Centre for practices
- Internship opportunities with organisations such as ASTRO, The Star, Essence Communication, and top advertising agencies

Career opportunities

Advertising
- Account Planner
- Account Planning Supervisor
- Advertising Account Executive
- Advertising Account Manager
- Copywriter
- New Media Strategist

Journalism
- Blogger
- Editor
- Newscaster
- Online Journalist
- Print Journalist
- Reporter
- Sports Information Director

Public Relations
- Broadcast Journalist
- Campaign Manager
- Event Manager
- Media Planner
- News Writer
- Public Relations Executive
- Publicity Manager
- Radio Commercial Producer
- Radio DJ
- Special Events Coordinator
- TV Anchor
- TV or Radio Editor
- TV or Radio Producer

Offered at
INTI International University

INTAKES: JAN, MAY & AUG

Duration
3 Years
Programme structure

Year 1
- Academic Writing
- Communication Technology
- Communication Theory
- General Elective Course
- Introduction to Mass Communication
- Introduction to Sociology
- Mass Media & Society
- Media Ethics
- Social Psychology

Year 2
- Communication Law
- Communication Research Methods
- Cross-Cultural Communication
- General Elective Course
- Introduction to Advertising
- Introduction to Broadcasting
- Introduction to Journalism
- Organisational Communication
- Principles of Public Relations

Year 3
- Final Year Project
- General Elective Course
- Internship
- Issues in Mass Communication
- Media Management
- Professional Development

Majors

(Choose one)

Advertising
- Advertising Copywriting
- Creative Strategy Campaigns
- Integrated Marketing Communication

Journalism
- Creative Writing for Media
- News Reporting
- Publication Design & Production

Public Relations
- Public Opinion
- Public Relations & Corporate Identity
- Public Relations Writing

Broadcasting
- Broadcasting Production
- Digital Video & Sound Technology
- TV Production Project

General elective courses

(Choose three)
- Consumer Behaviour
- Cross-Cultural Management
- Desktop Publishing & Computer Graphics Editing
- Foundations of Business Organisations
- Foundations of Marketing
- Marketing Planning
- Organisational Behaviour
- Principles of Information Technology
- Web Design & Development with Multimedia

Communicative foreign languages

(Choose one)
- French
- German
- Japanese
- Mandarin

MPU subjects

- Community Service & Co-curriculum
- Entrepreneurship
- Ethnic Relations (Local students) / Communicating in Malay 2 (International students)
- Islamic & Asian Civilisation (Local students) / Malaysian Studies 3 (International students)
- Presentation Skills / Bahasa Kebangsaan A*

*For Malaysian students who do not have a credit in SPM