3+0 BA (HONS) IN MASS COMMUNICATIONS

In collaboration with the University of Hertfordshire, UK

The University of Hertfordshire degree in Communication offers students an opportunity to explore possibilities in Film, Journalism, Media Cultures and New Media Publishing. Students will be able to critically examine films, learn to write like a journalist, study popular media and use software packages to design layouts for magazines and websites and be prepared to make full use of new media tools.

Career opportunities
Graduates are equipped for a variety of careers such as Journalist, Marketing Communications Specialist, Marketing Executive, Film Critic, Entertainment Journalist, Social Media Executive/Manager or any other media-related position.

Offered at
INTI International College Subang
INTI International College Penang

INTAKES: JAN, APR & AUG

Duration
3 Years

Programme structure

Year 1
- English for Business Study 1
- English for Business Study 2
- Graphics for the Web
- Introduction to Film Criticism
- Introduction to Film Theory
- Introduction to Media Communications
- Journalism Law & Ethics
- Journalism Skills: Print News & Features
- Media & Society
- Web Animation

Year 2
- Design for Print
- Digital Storytelling
- European Cinema
- Film Production
- Industry Project
- Journalism Skills: Features, Markets & Styles
- Journalism Skills: Print News, Markets & Styles
- Media in an International Context
- Research Methods in Media

Year 3
- Advertising**
- Campaigns & Careers
- Corporate Communications**
- Digital Media
- Film in the Global Age***
- Journalism, Government & the People
- New Media Publishing Project
- Online Journalism
- Television Drama***

Industry Project / Internship**

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  **Only available in Penang  ***Only available in Subang