DIPLOMA IN MASS COMMUNICATION

This is a broad-based diploma course that covers Public Relations, Advertising, TV Production, Journalism, Media Planning and Marketing. It gives students a wide area to explore and discover where their true passion lies, with hands-on assignments backed with theory, so that it is easier for them to choose a major for their degree or decide on a career. Students will have the opportunity to gain experience through structured internships during this programme. We also bring the industry into the classroom, allowing students to understand and work closely with the industries they will be part of in the future. By implementing Employer Lecturer and Employer Project initiatives, we bring the gap closer between the industry and students.

Highlights
- Covers all areas of Mass Communication
- Hands-on experience backed up with theory
- Structured internship at diploma level
- Real-world exposure through participation in global events and projects
- Support from seniors
- Industry exposure in the classroom

Career opportunities
Public Relations Practitioner / Executive, Corporate Communication Executive, Account Management, Planner, Copywriter, Project Management, Customer Relationship Management (CRM), Branding Executive, Assistant Producer, Script Writer, Media Analyst, Media Planner, Media Buyer, Journalist, Junior Writer, Feature Writer, Sub Editor

Offered at
INTI International University
INTAKES: JAN, MAY & AUG
INTI International College Subang
INTAKES: JAN, APR & AUG
INTI International College Penang
INTAKES: JAN, APR & AUG

Duration
2 Years

Programme structure
Core Module
- Advertising Strategies & Planning
- English for Academic Purposes
- Fundamentals of Marketing
- Graphic Communication
- Human Communication & Media Issues
- Integrated Marketing Communications
- Internship
- Introduction to Communication Research
- Introduction to Journalism
- Introduction to Video / TV Production
- Mass Communication & Related Theories
- Media Law & Ethics
- Media Planning
- News Writing
- Principles of Advertising
- Principles of Public Relations
- Public Relations Strategies
- Public Speaking
- Radio & Podcast Production
- Screen Production Techniques
- Screen Writing
- Writing for Mass Media

Electives**
(Choose one)
- Introduction to Business
- Photography

MPU Subjects
- Bahasa Kebangsaan A*
- Community Service & Co-curriculum
- Critical Thinking For Better Communication
- Malaysian Studies 2 (Local students) / Communicating in Malay 1B (International students)
- Personal Financial Planning

*For Malaysian students who do not have a credit in SPM BM.
**Offering of electives, please consult the Head of Programme.