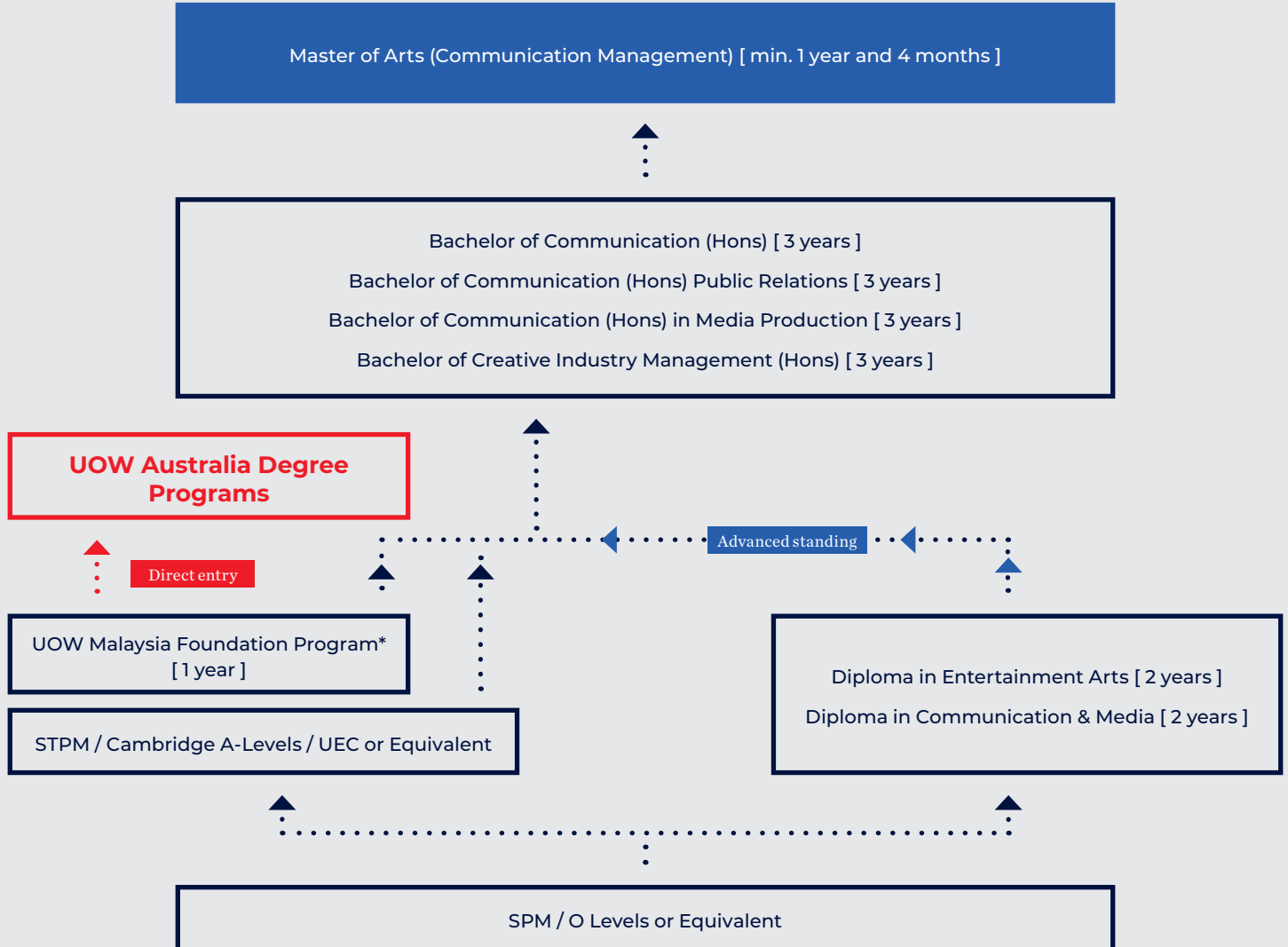




Study route

 **Selangor**



* Specific foundation programs that meet the entry requirement.
For all Postgraduates programs, kindly refer to Postgraduate Guide or website for more information.



R2/010/3/0111(02/28) MQA/FA 2523

R/010/3/0269(08/24) MQA/FA 4477

Foundation Studies / Foundation in Arts

Intakes

January, May and September

Duration

1 Year (Full-Time)

Course Location

UOW Malaysia KDU University College, Glenmarie

UOW Malaysia KDU College, Glenmarie

Multidisciplinary. Flexible.

Stimulating independence and creativity.

The UOW Malaysia's Foundation Programs (Foundation Studies and Foundation in Arts) are a one-year multidisciplinary foundation level pre-university program aimed at preparing students for further study in the fields of (but not limited to):

- Business
- Communication & Creative Arts
- Computing
- Digital & Creative Media
- Game Development
- Hospitality
- Law

This flexible program ensures students are grounded with a strong grasp of core subjects according to their choice of discipline areas at degree level, as well as a variety of other subjects to give them a broad-based education and holistic 21st century soft skills advantage. It also helps them to explore new methods and ideas, as well as skills and concepts, to encourage independent and critical thinking; and public speaking and presentation techniques. Upon completion, students will be able to articulate seamlessly into various degree programs, offered at UOW Malaysia.

COURSE STRUCTURE

Core

Total of 16 modules (6 Compulsory modules, 3 MPUs and 7 Electives)

- Creative Studies
- Fundamentals of Information Technology
- Foundation English/Critical Writing and Research Skills
- Introduction to Communication
- Introduction to Business
- Introduction to Sociology

Stream

Game Art / Game Design / Digital Media (choose 7)

- Design Practice
- Design Studies
- Media Appreciation
- Introduction to Marketing
- Introduction to Multimedia
- Introduction to Psychology
- Drawing 1 & 2
- Introduction to Management

Game Technology / Computing (choose 7)

- Design Studies
- Information System
- Introduction to Multimedia
- Mathematics 1, 2 & 3
- Programming Logic and Design
- Introduction to Psychology
- Introduction to Marketing

Business / Communication / Hospitality / Law (choose 7)

- Information System
- Introduction to Management
- Statistic
- Introduction to Marketing
- Introduction to Accounting
- Fundamental of Contract Law
- Fundamental of English Legal System
- Introduction to Psychology
- Introduction to Multimedia
- Media Appreciation
- Introduction to Economics
- Design Practice

MPU

- Pengajian Malaysia 1 (Malaysian Students) / Bahasa Melayu Komunikasi 1 (International Students)

- Cultural Studies

- Study Skills

- Bahasa Kebangsaan A*

* Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.

- without SPM Bahasa Malaysia (applicable to students from UEC, O Levels, or other equivalent programs)

ENTRY REQUIREMENT

Academic

Qualification Requirement

SPM / O Levels Min. 5 Credits (5Cs)

UEC Min. 3 Credits (3Bs)

Home Schooling with SAT Pass Year 11 and SAT score of 1050 over 1600

In addition to the above mentioned requirements, students must fulfil the certain other requirements in order to continue to specific degree programmes.

ENGLISH REQUIREMENT

Local Student

Credit (SPM / 1119 / UEC / O Levels English)

International Student

Band 4.0 in IELTS; or a min score of 30 (IBT) or 5 (Essentials-Online) in TOEFL; or Cambridge English (140); or PTE Academic (36); or UOW Malaysia English Entrance Test (60)

If English Language requirements are not fulfilled, additional English module(s) may be taken at UOW Malaysia.





R2/321/4/0050(02/23) A 8399

Diploma in Communication & Media

Intakes

January, May and September

Duration

2 Years (Full-Time)

Course Location

UOW Malaysia KDU University College, Glenmarie

Be an influencer in the media landscape.

Designed with the perfect balance of theory and practice, the Diploma in Communication & Media ensures students are grounded with a strong foundation in the communication field and are exposed to real-world experience through industry projects. Students will develop skills and knowledge in areas such as radio and TV production, journalism, digital media, advertising and public relations, and complemented with writing, public speaking and research skills. Students will train in our state-of-the-art creative suites and studios, allowing them access to industry-standard tools and practices.

Career Opportunities

Account Management | Assistant Producer | Brand & Corporate Communication Strategist | Brand Executive | Campaign Coordinator | Copywriter | Corporate Communication Executive | Customer Relationship Management (CRM) Executive | Event Management Planner | Film Producer | Journalist, Bloggers and Vloggers | Media Analyst | Media Planner | Media Relations Executive | Project Executive | Public Relations Practitioner | Script & Screen Writer | Web & Social Media Executive | Writer

COURSE STRUCTURE

Year 1

- Critical Thinking & Reading Skills
- Introduction to Communication & Media
- Introduction to Sociology
- Principles of Advertising
- Media, Culture & Society
- Introduction to Radio Production
- Principles of Public Relations
- Introduction to New Media
- Media Research Methods
- Principles of Newswriting & Reporting
- Organisational Communication
- Oral Communication
- Writing and Referencing

Year 2

- Introduction to Film Studies
- Consumer Behaviour
- Creative Strategy
- Introduction to Publication Design
- Principles of Copy Writing
- Media Planning
- Multimedia and Web Development
- Human Communication
- Photo Communication
- Media Law & Ethics
- Practical Training

MPU

- Penghayatan Etika dan Peradaban (Malaysian Students) / Bahasa Melayu Komunikasi 1 (International Students)
 - Personal Development Skills
 - Society and Development in Malaysia
 - Teamwork and Community
 - Bahasa Kebangsaan A*
- * Bahasa Kebangsaan A is compulsory for all Malaysian students
- without a credit in SPM Bahasa Malaysia.
 - without SPM Bahasa Malaysia (applicable to students from UEC, O Levels, or other equivalent programs)

ENTRY REQUIREMENT

Academic

Qualification	Requirement
SPM / O Levels	Min. 3 Credits inclusive of English
UEC	Min. 3 Credits inclusive of English

ENGLISH REQUIREMENT

Local Student	Credit (SPM / 1119 / UEC / O-Levels English)
International Student	Band 5.0 in IELTS; or a min score of 40 (IBT) or 7.5 (Essentials-Online) in TOEFL; or Cambridge English (154); or PTE Academic (47)

If English Language requirements are not fulfilled, additional English module(s) may be taken at UOW Malaysia.





R2/212/4/0005(01/22) MQA/FA 1210

Diploma in Entertainment Arts

Intakes

January, May and September

Duration

2 Years (Full-Time)

Course Location

UOW Malaysia KDU University College, Glenmarie

Delve into the exciting world of entertainment.

The program ensures students develop all-rounded talents, exposing them to music, dance, acting and management skills. It offers hands-on experience with industry professionals who will teach and guide students on how to brand, position and market themselves in this highly competitive space. Students will develop an impressive portfolio through workshops and seminars, participate in projects such as concerts and arts festivals, as well as pitch their ideas to executives.

Career Opportunities

Actor (Stage, Film TV) | Celebrity Public Relations | Company Director | Concert Producer | Drama & Film Director | Event Manager | Lighting Director | Music Director | Performer (Acting, Singing, Dancing) | Playwright | Producer | Production Manager | Screenwriter | Scriptwriter | Set & Costume Artist | Songwriter | Stage Director | Talent Agent | Technical Director | TV Director | TV Host | Voiceover Talent

COURSE STRUCTURE

Year 1

- Acting and Performance on Stage (Acting Lab 1)
- Introduction to Contemporary Film Industry
- Introduction to Entertainment Industry
- Navigating Hollywood
- Introduction to Singing and Composing Music
- Playwrighting Lab
- Acting Lab 2
- Movement and Dance
- Entertainment Marketing
- Multimedia and Web Development
- Acting for Camera

Year 2

- Directing Lab
- Media Law & Ethics
- Critical Thinking and Reading Skills
- Media, Culture and Society
- Technopreneurship
- Photo Communication
- Performance Showcase
- Internship

MPU

- Penghayatan Etika dan Peradaban (Malaysian Students) / Bahasa Melayu Komunikasi 1 (International Students)
 - Personal Development Skills
 - Society and Development in Malaysia
 - Teamwork and Community
 - Bahasa Kebangsaan A*
- * Bahasa Kebangsaan A is compulsory for all Malaysian students
- without a credit in SPM Bahasa Malaysia.
 - without SPM Bahasa Malaysia (applicable to students from UEC, O Levels, or other equivalent programs)

ENTRY REQUIREMENT

Academic

Qualification Requirement

SPM / O Levels	Min. 3 Credits
UEC	Min. 3 Credits

ENGLISH REQUIREMENT

Local Student

Pass (SPM / 1119 / UEC / O-Levels English)

International Student

Band 4.0 in IELTS; or a min score of 30 (IBT) or 5 (Essentials-Online) in TOEFL; or Cambridge English (140); or PTE Academic (36)

If English Language requirements are not fulfilled, additional English module(s) may be taken at UOW Malaysia.





R/321/6/0187(07/21) MQA/FA 0477

Bachelor of Communication (Hons)

Intakes

January, May and September

Duration

3 Years (Full-Time)

Course Location

UOW Malaysia KDU University College, Glenmarie

Shape the messages the world hears!

The program develops students' ability to think critically and strategically, engaging the markets with communication messages in creative ways. It provides opportunities to explore the media industry in greater detail through its areas of specialisation. Students may choose from the following specialisations: Corporate Communication, Advertising Media Management, Journalism and Broadcasting or Visual Communication.

Career Opportunities

Account Management | Assistant Producer | Brand & Corporate Communication Strategist | Brand Executive | Campaign Coordinator | Copywriter | Corporate Communication Executive | Customer Relationship Management (CRM) Manager | Event Management Planner | Graphic Designer | Journalist, Bloggers and Vloggers | Market Researcher | Media Analyst | Media Planner | Media Relations Executive | Photographer | Project Executive | Public Relations Practitioner | Script & Screen Writer | User Experience Specialist | Visual Communication Designer | Web & Social Media Executive | Writer

COURSE STRUCTURE

Year 1

- Introduction to Mass Communication
- Social Psychology for Communication
- Media, Culture and Society
- Professional Development & Leadership Skills
- Principles of Advertising
- Introduction to Corporate Communication
- Introduction to Creative Media
- Organisational Communication
- Oral Communication
- Writing and Referencing

Year 2

- Principles of Journalism
- Communication Theories
- Intercultural Communication
- Communication Law
- Research Methodology
- Specialisations (4 subjects)

Year 3

- Undergraduate Seminar
- Final Year Project (Part 1 & 2)
- Internship
- Multimedia & Web Design (Elective)
- Specialisations (3 subjects)

Specialisations: Corporate Communication

- Corporate Identity and Brand Packaging
- Event Management
- Public Relations Management
- Public Relations Writing
- Public Relations Campaign Skills: Theory and Strategy
- Media Relations
- Crisis Communication and Management

Specialisations: Advertising Media Management

- Creative Industries
- Consumer Behaviour
- Integrated Marketing Communication
- Interactive Media Promotions
- Media Planning and Buying
- Principles of Marketing
- Strategic Brand Management

Specialisations: Visual Communication

- Broadcast Media Production
- Corporate Identity and Brand Packaging
- Design Fundamental
- Digital Photography and Imaging
- Principles of Marketing
- Publication Design
- Visual Concepts and Ideation

Specialisations: Journalism & Broadcasting

- Broadcast Media Production
- Citizen Journalism and Participatory Culture
- Creative Industries
- Digital Photography and Imaging
- Print and Broadcast Journalism
- Radio Production
- Writing for the Screen

MPU

- Penghayatan Etika dan Peradaban (Malaysian Students) / Bahasa Melayu Komunikasi 2 (International Students)
- Falsafah dan Isu Semasa
- Entrepreneurship
- Malaysia and Global Issues
- Global Social Responsibility
- Bahasa Kebangsaan A*
- * Bahasa Kebangsaan A is compulsory for all Malaysian students
 - without a credit in SPM Bahasa Malaysia.
 - without SPM Bahasa Malaysia (applicable to students from UEC, O Levels, or other equivalent programs)

ENTRY REQUIREMENT

Academic

Qualification	Requirement
STPM / A-Levels	2 Principal Passes
UEC	5 Credits (5Bs) inclusive of a Credit in English
Diploma	Pass with min. CGPA of 2.00
Foundation Studies	Pass

In addition to the above mentioned requirement, the students must have obtained a Credit in English at SPM level or its equivalent

ENGLISH REQUIREMENT

Local Student	Band 3 in MUET
International Student	Band 5.5 in IELTS; or a min score of 46 (IBT) or 8 (Essentials-Online) in TOEFL; or Cambridge English (160); or PTE Academic (51)

If English Language requirements are not fulfilled, additional English module(s) may be taken at UOW Malaysia.





N/321/6/0239(07/23) MQA/FA 9071

Bachelor of Communication (Hons) in Media Production

Intakes

January, May and September

Duration

3 Years (Full-Time)

Course Location

UOW Malaysia KDU University College, Glenmarie

The program is designed to equip students with the technical knowledge, as well as life long and entrepreneurial skills that will prepare them for the dynamic media and communication industries. Students will train in our state-of-the-art broadcasting facilities and studios, as well as gain real-world experience through industry projects.

Career Opportunities

Copywriter | Digital Content Producer | Event Management Manager | Film Director | Information Officer | Journalist | Marker Researcher | Marketing Communication Manager | Media Consultant | Media Planner | Media Presenter | Media Producer | Media Sales Executive | Online Brand Strategist | Online Publicist | Post-Production Editor | Project Manager | Social Media Specialist | User Experienter Specialist

COURSE STRUCTURE

Year 1

- Introduction to Mass Communication
- Professional Development & Leadership Skills
- Writing and Referencing
- Principles of Broadcasting
- Media, Culture and Society
- Media Presentation Skills
- Introduction to Video Production
- Introduction to Creative Media
- Elective 1

Year 2

- Communication Theories
- Multimedia and Web Design
- Writing for Screen
- Digital Photography and Imaging
- Communication Law
- Visual Concepts and Ideation
- Post Production
- Broadcast Media Production 1 & 2
- Social Psychology for Communication
- Research Methodology

Year 3

- Experimental Film & Video
- Graduation Project (Part 1 & 2)
- Intercultural Communication
- Radio & TV Station Management
- Elective 2
- Internship

Elective (Choose 2)

- Event Management
- Principles of Advertising
- Consumer Behaviour

MPU

- Penghayatan Etika dan Peradaban (Malaysian Students) / Bahasa Melayu Komunikasi 2 (International Students)
- Falsafah dan Isu Semasa
- Entrepreneurship
- Malaysia and Global Issues
- Global Social Responsibility
- Bahasa Kebangsaan A*
- * Bahasa Kebangsaan A is compulsory for all Malaysian students
 - without a credit in SPM Bahasa Malaysia.
 - without SPM Bahasa Malaysia (applicable to students from UEC, O Levels, or other equivalent programs)

ENTRY REQUIREMENT

Academic

Qualification Requirement

STPM / A-Levels	2 Principal Passes
UEC	5 Credits (5Bs) inclusive of a Credit in English
Diploma	Pass with min. CGPA of 2.00
Foundation Studies	Pass

In addition to the above mentioned requirement, the students must have obtained a Credit in English at SPM level or its equivalent

ENGLISH REQUIREMENT

Local Student

Band 3 in MUET

International Student

Band 5.5 in IELTS; or a min score of 46 (IBT) or 8 (Essentials-Online) in TOEFL; or Cambridge English (160); or PTE Academic (51)

If English Language requirements are not fulfilled, additional English module(s) may be taken at UOW Malaysia.





N/342/6/0209(02/24) MQA/PA 11118

Bachelor of Communication (Hons) Public Relations

Intakes

January, May and September

Duration

3 Years (Full-Time)

Course Location

UOW Malaysia KDU University College, Glenmarie

Building success on relations that matter.

This program is designed with the perfect balance of theory and practice. It is the first of its kind in Malaysia that has been developed to provide students with the fundamentals of the Public Relations industry, in both local and international contexts. It equips students with knowledge, competencies and research skills through a grounding in the theory and approaches, necessary to enable them to flourish in the dynamic Public Relations industry, both locally and globally.

Career Opportunities

Account Management | Brand Manager | Branding Strategist | Campaign Director | Communications Specialist | Content Writer | Corporate Affairs Manager | Corporate Communication Manager | Event Management Manager | Foreign Affairs Officer | Journalist | Market Researcher | Public Relations & Marketing Consultant | Publicist | Social Media Campaign Strategies | Strategy Planning Manager

Educational Partner



COURSE STRUCTURE

Year 1

- Public Relations Writing
- Introduction to Corporate Communication
- Introduction to Mass Communication
- Media Relations
- Corporate Writing
- Communication Theories
- Public Relations Campaign Skills: Theory & Strategy
- Oral Communication
- Writing and Referencing

Year 2

- Digital Public Relations
- Communication Law
- Public Relations Management
- Public Opinion and Activism
- Feature Writing and Public Relations
- Specialised Public Relations
- Fundraising and Public Relations
- Crisis Communication and Management
- International Public Relations
- Professional Development & Leadership Skills
- Research Methodology

Year 3

- Financial Public Relations
- Final Year Project (Part 1 & 2)
- Public Relations Consultancy
- Elective (2 subjects)
- Internship

Elective (Choose 2)

- Event Management
- Principles of Advertising
- Principles of Marketing
- Intercultural Communication
- Integrated Marketing Communication
- Media, Culture and Society

MPU

- Penghayatan Etika dan Peradaban (Malaysian Students) / Bahasa Melayu Komunikasi 2 (International Students)
 - Falsafah dan Isu Semasa
 - Entrepreneurship
 - Malaysia and Global Issues
 - Global Social Responsibility
 - Bahasa Kebangsaan A*
- * Bahasa Kebangsaan A is compulsory for all Malaysian students
- without a credit in SPM Bahasa Malaysia.
 - without SPM Bahasa Malaysia (applicable to students from UEC, O Levels, or other equivalent programs)

ENTRY REQUIREMENT

Academic

Qualification	Requirement
STPM / A-Levels	2 Principal Passes
UEC	5 Credits (5Bs) inclusive of a Credit in English
Diploma	Pass with min. CGPA of 2.00
Foundation Studies	Pass

In addition to the above mentioned requirement, the students must have obtained a Credit in English at SPM level or its equivalent

ENGLISH REQUIREMENT

Local Student	Band 3 in MUET
International Student	Band 5.5 in IELTS; or a min score of 46 (IBT) or 8 (Essentials-Online) in TOEFL; or Cambridge English (160); or PTE Academic (51)

If English Language requirements are not fulfilled, additional English module(s) may be taken at UOW Malaysia.





N/213/6/0348(11/24) MQA/PA 11119

Bachelor of Creative Industry Management (Hons)

Intakes

January, May and September

Duration

3 Years (Full-Time)

Course Location

UOW Malaysia KDU University College, Glenmarie

Turning impossible ideas into reality.

This program offers collaborative learning between the creative practices of design and entertainment/ performing arts, along with creative content creation and entrepreneurial skills. The program aims to provide graduates with relevant in-depth knowledge, multi-skills, critical thinking skills, creativity and innovation in the specialised areas of creative arts. It develops contextual understanding, entrepreneurship and professionalism, which empower graduates with the necessary skills to manage the creative industry.

Career Opportunities

Entertainment Arts Track

Actor (Stage, Film TV) | Celebrity Public Relations | Company Director | Concert Producer | Drama & Film Director | Entertainment Critic | Event Manager | Lighting Director | Music Director | Performer (Acting, Singing, Dancing) | Playwright | Producer | Production Manager | Screenwriter | Scriptwriter | Set & Costume Artist | Songwriter | Stage Director | Talent Agent | Technical Director | TV Director | TV Host | Voiceover Talent

Design Track

Brand & Corporate Identity Designer | Design Consultant | Design Marketing | Entrepreneur | Exhibition Designer | Fashion Merchandising | Graphic Designer | Media Production | Packaging Designer | Photographer | Publication Designer | Visual Merchandiser | Video Production | Web & Multimedia Designer

COURSE STRUCTURE

Year 1

- Creative Industries
- Principles of Marketing
- Principles of Management
- Social Psychology for Communication
- Introduction to Corporate Communication
- Introduction to Creative Media
- Introduction to Finance and Accounting
- Introduction to Creative Media
- Introduction to Video Production and Management
- Digital Photography and Management
- Communication Law

Year 2

- Organisation and Management
- Design Thinking for Multiplatform Marketing
- Research Methodology
- Elective (1 subject)
- 5 Specialization subjects

Year 3

- Graduation Project (Part 1 & 2)
- Global Licensing and Distribution Studies
- E-Venture Startup
- 3 specialization subjects
- Internship

Elective (Choose 1)

- Set and Props Design
- Fashion and Costume Design

Specialisations: Entertainment Arts

- Acting and Performance
- Screen Production
- Music and Industry
- Writing and Directing
- Dance and Production
- Lighting and Sound Design
- Post Production

Specialisations: Design

- Corporate Identity and Brand Packaging
- Visual Concept and Ideation
- Digital Media Design
- Multimedia and Web Design
- Motion Graphic Design
- User Experience Design
- Design for Sustainability

MPU

- Penghayatan Etika dan Peradaban (Malaysian Students) / Bahasa Melayu Komunikasi 2 (International Students)
- Falsafah dan Isu Semasa
- Entrepreneurship
- Malaysia and Global Issues
- Global Social Responsibility
- Bahasa Kebangsaan A*
- * Bahasa Kebangsaan A is compulsory for all Malaysian students
 - without a credit in SPM Bahasa Malaysia.
 - without SPM Bahasa Malaysia (applicable to students from UEC, O Levels, or other equivalent programs)

ENTRY REQUIREMENT

Academic

Qualification Requirement

STPM / A-Levels	2 Principal Passes
UEC	5 Credits (5Bs)
Diploma	Pass with min. CGPA of 2.00
Foundation Studies	Pass

ENGLISH REQUIREMENT

Local Student

Band 3 in MUET

International Student

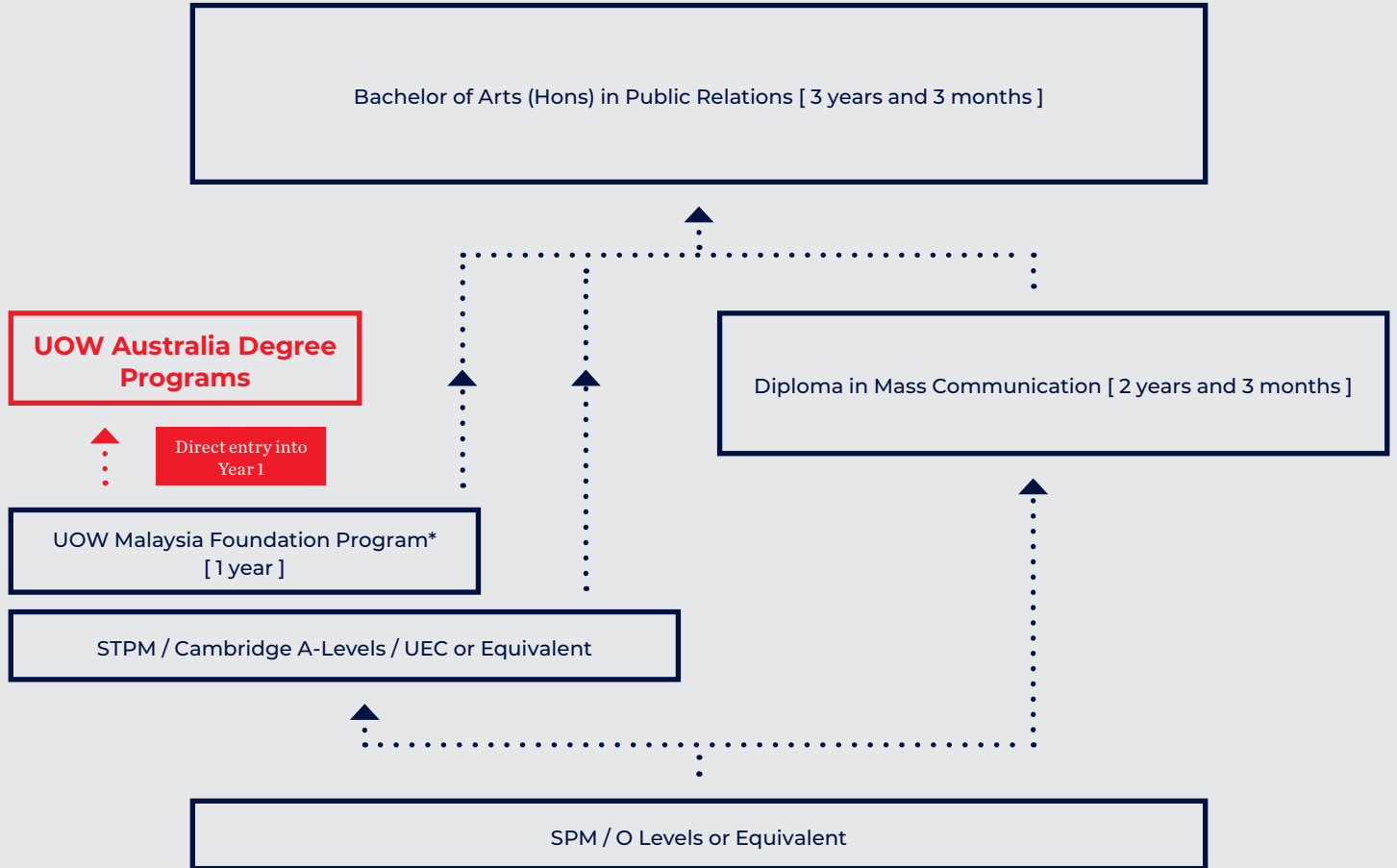
Band 5.0 in IELTS; or a min score of 40 (IBT) or 7.5 (Essentials-Online) in TOEFL; or Cambridge English (154); or PTE Academic (47)

If English Language requirements are not fulfilled, additional English module(s) may be taken at UOW Malaysia.



Study route

 **Penang**



* Specific Foundation programs that meet the entry requirement.

The UOW Malaysia, part of the University of Wollongong Australia Global Network, attempts to ensure the information contained in this publication is correct at the time of publication (January 2023); however, sections may be amended without notice by the institute in response to changing circumstances or for any other reason. Check with the institute at the time of application/enrolment for any updated information.



N/010/3/0492(12/22) MQA/FA 9024

Foundation in Arts

Intakes

January, May and September

Duration

1 Year (Full-Time)

Course Location

UOW Malaysia KDU Penang
University College, George Town

UOW Malaysia KDU Penang
University College, Batu Kawan

This Foundation program equips students with the necessary fundamental knowledge to pursue their university studies. This flexible program ensures students are grounded with a strong grasp of core subjects, as well as a variety of other subjects to give them a broad-based educational platform. It also helps them to explore new methods and ideas, as well as skills and concepts, to encourage independent and critical thinking.

The Foundation in Arts is a one-year program that provides 2 elective areas:

- Arts & Humanities
- IT / Computer Science

COURSE STRUCTURE

Semester 1

- English Grammar and Usage
- Study Skills
- Critical Thinking
- Mathematics 1
- Public Speaking Skills
- Principles of Management

Semester 2

- Advanced English Course
- Statistics
- Principles of Marketing
- Introduction to Business
- Introduction to Mass Communication

Semester 3

- Elective (1 subject)
- Introduction to Programming
- Economics
- Writing and Research Skills
- Fundamentals of IT

Elective

- Arts & Humanities - Introduction to Sociology
- IT / Computer Science - Mathematics 2

Notes: Order of subjects offered subject to change.

ENTRY REQUIREMENT

Academic

Qualification Requirement

SPM / O Levels 5 Credits

UEC 3 Credits

ENGLISH REQUIREMENT

Local

Student

Pass (English at SPM level or equivalent)

International

Student

Band 4.0 in IELTS; or a min score of 30 (IBT) or 5 (Essentials-Online) in TOEFL; or Cambridge English (140); or PTE Academic (36); or MUET Band 3; or UOW Malaysia English Entrance Test (60)

If English Language requirements are not fulfilled, additional English module(s) may be taken at UOW Malaysia.

Notes: Students with this program receives an additional offer letter from UOW Australia which allows them to complete their degree studies in Malaysia or Australia.



R2/321/4/0060(12/22) A 8444

Diploma in Mass Communication

Intakes

January, May and September

Duration

2 Years and 3 Months (Full-Time)

Course Location

UOW Malaysia KDU Penang
University College, George Town

In this new information age, social media and communication have reshaped the way people, organisations and businesses work. This program will take you through a broader spectrum of modules such as advertising, public relations, journalism, desktop –publishing, films studies, photography, media design broadcasting and many more. The content of this program can prepare graduates to meet the current requirements of the media industry as it is made of well-balanced theoretical and practical content. The syllabus will present numerous opportunities for you to experiencing and having fun while acquiring knowledge and necessary skills. These skills prepared you for a broader and better career in communication field.

Career Opportunities

Account Management | Assistant Producer | Brand & Corporate Communication Strategist | Brand Executive | Campaign Coordinator | Copywriter | Corporate Communication Executive | Customer Relationship Management (CRM) Executive | Event Management Planner | Film Producer | Journalist, Bloggers and Vloggers | Media Analyst | Media Planner | Media Relations Executive | Project Executive | Public Relations Practitioner | Script & Screen Writer | Web & Social Media Executive | Writer

COURSE STRUCTURE

Year 1

- Oral Communication
- Media Research Method
- Writing and Referencing
- Media, Culture and Society
- Digital Literacy/ Introduction to Sociology
- Public Relations in Practice
- Photo Communication
- Digital Design
- Personal Branding

Year 2

- Mass Media Law
- Radio Broadcasting
- Film and Genre Studies
- Introduction to Digital Journalism
- Persuasive Advertising
- Consumer Behaviour
- Media Strategy Planning
- Transmedia Creation
- Communication Project
- Organisational Communication/ Multimedia and Web Development
- Practical Training

MPU

- Penghayatan Etika dan Peradaban (Malaysian Students) / Bahasa Melayu Komunikasi 1 (International Students)
- Personal Development Skills
- Society and Development in Malaysia
- Teamwork and Community
- Bahasa Kebangsaan A*
- * Bahasa Kebangsaan A is compulsory for all Malaysian students
 - without a credit in SPM Bahasa Malaysia.
 - without SPM Bahasa Malaysia (applicable to students from UEC, O Levels, or other equivalent programs)

ENTRY REQUIREMENT

Academic

Qualification Requirement

SPM / O Levels	Min. 3 Credits inclusive of a Credit in English
UEC	Min. 3 Credits inclusive a credit in English

ENGLISH REQUIREMENT

Local Student

Credit (SPM / 1119 / UEC / O Levels English)

International Student

Band 5.0 in IELTS; or a min score of 40 (IBT) or 7.5 (Essentials-Online) in TOEFL; or Cambridge English (154); or PTE Academic (47)

If English Language requirements are not fulfilled, additional English module(s) may be taken at UOW Malaysia.



N/321/6/0209(11/21) MQA/FA 8078

Bachelor of Arts (Hons) in Public Relations

Intakes

January, May and September

Duration

3 Years and 3 Months (Full-Time)

Course Location

UOW Malaysia KDU Penang
University College, George Town

Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their public. With the influence of social media, companies are now facing constant responses from their customers through comments or postings on social media. This could go viral within seconds which might disrupt the reputation of the organization. Increasingly, the corporate world in Malaysia is well aware of the need for professionally trained public relations personnel in this complex corporate communication era. This is why graduates of public relation course in Malaysia are highly sought after. The communication talent in this field will help corporates handle the new challenges posed by the clients as well as the industry.

Career Opportunities

Account Management | Brand Manager | Branding Strategist | Campaign Director | Communications Specialist | Content Writer | Corporate Affairs Manager | Corporate Communication Manager | Event Management Manager | Foreign Affairs Officer | Journalist | Market Researcher | Public Relations & Marketing Consultant | Publicist | Social Media Campaign Strategies | Strategy Planning Manager

COURSE STRUCTURE

Year 1

- Corporate Communication
- Media, Culture and Society
- Oral Communication
- Writing and Referencing
- Principles of Public Relations
- Customer Oriented Communication
- Theories, Roles and Models of Public Relations
- Media Strategy Planning
- Digital Photography

Year 2

- New Media Marketing
- Communication and Media Research
- Event Management 1
- Planning and Managing Public Relations Campaign
- Public Opinion and Persuasion
- Event Management 2
- Writing for Public Relations
- Social, Legal and Ethical Issues
- Brand Management

Year 3

- Corporate Social Responsibility
- Web Design and Development
- Crisis Management
- Digital Content Creation
- Public Relations in Practice
- Undergraduate Project/ Dissertation Part 1 & 2
- Public Relations Seminar
- Industrial Training

MPU

- Penghayatan Etika dan Peradaban (Malaysian Students) / Bahasa Melayu Komunikasi 2 (International Students)
- Falsafah dan Isu Semasa
- Entrepreneurship
- Malaysia and Global Issues
- Global Social Responsibility
- Bahasa Kebangsaan A*

* Bahasa Kebangsaan A is compulsory for all Malaysian students

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Levels, or other equivalent programs)

ENTRY REQUIREMENT

Academic

Qualification	Requirement
STPM / A Levels	2 Principal Passes
UEC	5 Credits (5Bs) inclusive of a Credit in English
Diploma	Pass with CGPA \geq 2.00
Foundation / Matriculation	Pass with min. CGPA 2.00
Australian Matriculation / Foundation	ATAR score of 55

In addition to the above mentioned requirement, the students must have obtained a Credit in English at SPM level or its equivalent.

ENGLISH REQUIREMENT

Local Student	International Student
MUET Band 3	Band 5.0 in IELTS; or a min score of 40 (IBT) or 7.5 (Essentials-Online) in TOEFL; or Cambridge English (154); or PTE Academic (47)