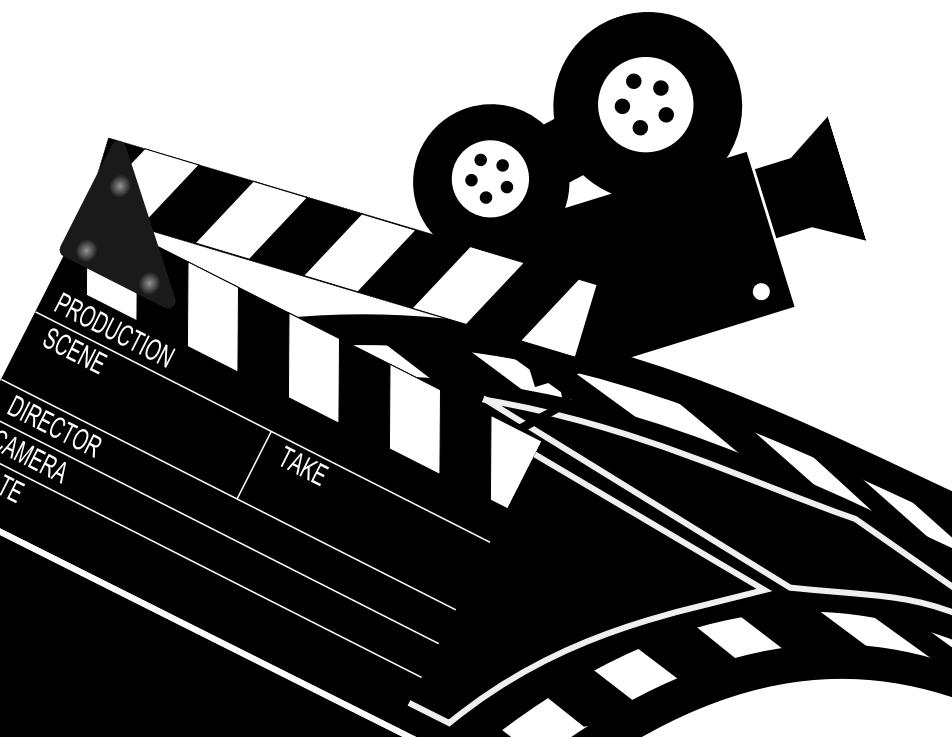


Bachelor in Communication (Marketing Communication)

MQA/A6244

Programme Specifications
(Module Descriptors)



HELP University
Subang Bestari Campus
Persiaran Cakerawala, Subang Bestari,
Section U4, 40150 Shah Alam,
Selangor, Malaysia
Tel: 603-7849 3000



Our Vision

- To be a university with a strong culture of quality and leadership that focuses on sound academic standards, continuous improvements, and the talent development of students and staff.
- To be a university that offers a learning experience that enhances career development, lifetime values and personal fulfilment.
- To be a university with a strong research focus in our key areas of excellence.
- To be a university that shares our success with the stakeholders and communities we serve.

Our Mission

- To help people succeed in life and to live a life of significance through education

Our Values

- Pride of Achievement.
- Sharing Success.
- The Courage to Be.
- To be Compassionate.
- To be Significant.

Aim

The art of communication includes mass communication, which now crosses borders instantly through media channels. HELP University's communication programs prepare students for success in media and beyond, building skills that drive both personal and professional growth. These programs provide a foundation for further study or careers across various fields.

Mass communication, in particular, equips students with persuasive abilities and critical thinking skills needed in today's complex social, cultural, and ethical landscapes. HELP university offers three specialised majors -Public relations, Marketing Communication, and Media Studies- to boost graduates' marketability. At the diploma level, students can choose from pathways in Communication Analytics, Filmmaking and Media, and Social and Digital Media Marketing.

Programme Educational Objective

Diploma in Communication will produce creative professional who are:

Programme Education Objective (PEO) for Bachelor in Communications (Public Relations)	
PEO 1	Graduates who demonstrate advanced disciplinary knowledge and intellectual curiosity, applying critical and innovative thinking to function effectively in diverse media, communication, and creative industries.
PEO 2	Graduates who possess strong interpersonal, communication, and leadership skills, enabling them to collaborate effectively and contribute positively within multicultural and multidisciplinary media and communication settings.
PEO 3	Graduates who apply entrepreneurial acumen, creativity, and adaptability to achieve strategic and innovative goals, contributing to industry advancement and societal development.

Programme Learning Outcome

At the end of the programme, graduates will be able to:

Programme Learning Objective (PLO) for Diploma in Communication	
PLO 1	Discuss systematically fundamental knowledge in media and communication fields.
PLO 2	Apply communication concepts for effective solutions and decisions in media and communication fields.
PLO 3	Demonstrate industry-related projects in media and communication fields
PLO 4	Commit to effective teamwork and anticipatory thinking in media and communication fields
PLO 5	Perform various normative forms of communication skills to diverse audiences in media and communication fields
PLO 6	Adopt digital and media information literacy through various contexts in media and communication fields
PLO 7	Use data analysis and critical thinking in media and communication fields
PLO 8	Differentiate leadership styles and integrated problem solving within diversified environments in media and communication fields
PLO 9	Practice self-improvement skills and strategic thinking for sustainable initiatives in media and communication fields
PLO 10	Assume responsibility for entrepreneurial skills and collaboration in media and communication fields
PLO 11	Conform to the ethical standards, professionalism, and self-awareness in media and communication fields

		Description					
		Domain					
		Knowledge & Understanding			Practical Skills		
		Description	Knowledge & Understanding	Practical Skills	Personal Skills		
MCH1014 Mass Communication	Analyze systematically advanced knowledge of mass communication, media convergence, and public opinion within the field of media and communication. (C4, PLO1, MQF1)	v	Discuss systematically fundamental knowledge in media and communication fields.	Apply communication concepts for effective solutions and decisions in media and communication fields.	Commit to effective teamwork and communication fields	Use data, analysis and critical thinking in media and communication fields	Practice self-improvement skills and strategic thinking for sustainable initiatives in media and communication fields
MCH1004 Marketing Communication	Propose solutions to communication and mass media issues by applying relevant concepts and theories within the evolving media landscape. (C5, PLO2, MQF2)	v	Demonstrate effective communication skills appropriate to various professional contexts within the field of communication and media studies. (A5, PLO5, MQF3c)	v	Interpersonal Skills	Perform various normative forms of communication skills in diverse audiences in media and communication fields	Differentiate leadership styles and integrated problem solving within diversified environments in media and communication fields
MCH1024 Public Speaking	Compare and contrast the differences and similarities between advertising and marketing communication (C4, PLO4)			v	Communication Skills	Adopt digital and media information literacy through various contexts in media and communication fields	Assume responsibility for entrepreneurial skills and collaboration in media and communication fields
MCH1034 Business Communication	Explain and demonstrate the concept of integrated marketing communication (A3, PLO1)	v	Integrate normative communication skills with effective use of presentation aids to enhance speech delivery for diverse audiences in media and communication contexts. (A4, PLO5, MQF3c)	v	Digital Skills	Leadership, Autonomy & Responsibility	Conform to the ethical standards, professionalism, and self-awareness in media and communication fields
MCH1044 Multimedia Design	Apply principles of advertising and promotion in a communication setting (C3, PLO6)						Entrepreneurial Skills
MCH1054 Writing for Mass Media	Create effective informative and persuasive speeches using various speech writing techniques. (C6, PLO2, MQF2)	v					Ethics & Professionalism
MCH1064 Journalism	Display the ability to effectively construct and deliver speeches for special occasions, such as impromptu and commemorative speeches. (P4, PLO3, MQF3a)		v				
MCH1074 Human Communication	Integrate normative communication skills with effective use of presentation aids to enhance speech delivery for diverse audiences in media and communication contexts. (A4, PLO5, MQF3c)			v			
MCH1084 Entrepreneurship	Systematically analyse different approaches and techniques of effective communication at the workplace, such as employment communication, teamwork, listening, and more (C1, PLO1, MQF 1)	v					
MCH1094 English for Academic Purposes	Exhibit digital and media information literacy in effective business communication to be used in various contexts in the communication field (P4, PLO6, MQF6)			v			
MCH2014 Communication Theories	Demonstrate appropriate leadership styles and integrated problem solving using technology, multiculturalism, and globalisation within the diversified business world (P3, PLO8, MQF8)				v		
	Identify the fundamentals of multimedia and multimedia's basic principles. (C4, PLO1)	v					
	Demonstrate better understanding of applying multimedia basic principles to create visually effective design. (P5, PLO3)		v				
	Display the ability to utilize designated softwares effectively to create cohesive multimedia content (A5, PLO5)			v			
	Outline an understanding of fundamental principles of mass media writing, including news writing, feature writing, and scriptwriting, and their relevance to different media platforms. (C4, PLO1)	v					
	Display appropriate writing techniques to craft clear, concise, and compelling media content for print, broadcast, and digital platforms. (P5, PLO3)		v				
	Utilize digital tools and platforms, including content management systems, social media, and video editing software, to produce and publish media content. (A5, PLO5)			v			
	Analyze systematically the principles and key concepts in journalism. (C4, PLO1, MQF1)	v					
	Evaluate proficiency in news writing and reporting based on journalism ethical standards. (C5, PLO2, MQF2)		v				
	Display the ability to apply digital and media information literacy across diverse contexts in the media and communication fields. (A5, PLO6, MQF3d)			v			
	Identify the components of verbal and nonverbal communication and evaluate their impact on the effectiveness of human communication in diverse scenarios. (C4, PLO1)	v					
	Evaluate the effectiveness of verbal communication in various contexts, assessing appropriateness and impact on the audience. (C5, PLO2)		v				
	Demonstrate effective use of verbal and nonverbal communication in a variety of social and cultural contexts. (P5, PLO3)		v				
	Examine the core principles of entrepreneurship and assess their application in various business contexts, identifying their role in the success or failure of entrepreneurial ventures. (C4, PLO1)	v					
	Explain and compare key business models, strategies, and market positions of different companies, identifying the factors that contribute to each firm's competitive advantage. (C5, PLO2)		v				
	Formulate a business plan for implementing entrepreneurial activities in a globalised and competitive environment. (A4, PLO10)						v
	Construct well-organized various academic essays—such as argumentative, descriptive and comparative essays—by critically analyzing and synthesizing academic research, applying appropriate citation conventions, and demonstrating advanced academic writing conventions. (P4, PLO3)		v				
	Demonstrate digital and media information literacy by producing well-written content that integrate appropriate academic writing conventions, critical thinking, and research-based materials. (A3, PLO6)			v			
	Display effective normative communication skills through research and presentation, tailored to diverse audiences across different contexts. (A5, PLO5)			v			
	Analyze key media and communication theories in relation to media phenomena using a system thinking approach. (C4, PLO1, MQF1)	v					
	appropriate media and communication theories. (C5, PLO2, MQF2)		v				
	Organize theoretical perspectives in academic writing and oral presentations to reflect normative thinking on media and communication issues. (A4, PLO5, MQF3c)			v			

	Analyse systematically advanced knowledge related to creative advertising and related fields of integrated marketing communication. (A4_PLO1, MQF1)	v										
MCH3114 Creative Advertising Strategies	Assume responsibility for effective teamwork and anticipatory thinking in creative advertising and integrated marketing communication. (A3_PLO4, MQF3B)				v							
	Adopt ethical standards, professionalism, and self-awareness in creative advertising and promotions. (A3_PLO11, MQFCS)											v
	Critically evaluate and synthesize advertising campaign ideas using communication theories and sustainable marketing principles to develop ethical, environmentally-conscious solutions that address societal needs and promote responsible consumption patterns (PLO2, C5, MQF2)		v									
MCH3124 Advertising Campaign	Demonstrate collaborative leadership and ethical decision-making skills while working effectively in diverse teams to create inclusive advertising campaigns that promote social equity, environmental awareness, and sustainable business practices (PLO8, A5, MQF5)					v						
	Design and implement innovative entrepreneurial ventures in the advertising industry that integrate circular economy principles, social responsibility, and environmental stewardship to create sustainable business models for long-term societal benefit (PLO10, A4, MQF8)								v			

Year	Course Code	Course Name	Core/Elective/Discipline	Credit Hours	
1	MCH1014	Mass Communication	Core	4	40
	MCH1024	Public Speaking	Core	4	
	MCH1034	Business Communication	Core	4	
	MCH1044	Multimedia Design	Core	4	
	MCH1054	Writing Mass Media	Core	4	
	MCH1064	Journalism	Core	4	
	MCH1074	Human Communication	Core	4	
	MCH1084	Entrepreneurship	Core	4	
	MCH1094	English for Academic Purposes	Core	4	
	MCH1004	Marketing Communication	Core	4	
2	MCH2014	Communication Theories	Core	4	32
	MCH2024	Communication Law & Ethics	Core	4	
	MCH2034	Intercultural Communication	Core	4	
	MCH2074	Social Research Methods	Core	4	
	MCH2114	Advertising	Discipline	4	
	MCH2124	Consumer Behaviour	Discipline	4	
	MCH2204	Information Technology, Mass Media & Society	Elective	4	
	MCH2304	Communication in the Workplace	Elective	4	
3	MCH3016	Dissertation	Core	6	37
	MCH3034	Media Planning	Core	4	
	MCH3078	Industrial Training	Core	8	
	MCH3054	Social Media and Mobile Marketing	Discipline	4	
	MCH3104	Advertising Copywriting	Discipline	4	
	MCH3124	Advertising Campaign	Discipline	4	
	MCH3114	Creative Advertising Strategies	Elective	4	
	COMM3301	Introduction to Animation Techniques	Elective	3	

Grading Scheme - Undergraduate (Starting August 2024)

FROM AUG 2024 INTAKE AND ONWARDS FOR UNDERGRADUATE, FOUNDATION STUDIES AND DIPLOMA PROGRAMMES

MARK RANGE	GRADE	GRADE POINT	DESCRIPTION
85-100	A+	4.00	High Distinction
80-84	A	3.75	High Distinction
75-79	A-	3.5	Distinction
70-74	B+	3.25	Distinction
65-69	B	3.00	Credit
60-64	B-	2.75	Credit
55-59	C+	2.5	Pass
50-54	C	2.00	Pass
0-49	FL	0	FAIL

Classification of Honours - Undergraduate

The degree awarded to a student shall be based on the final Honours CGPA (Cumulative Grade Point Average) achieved based on the computation for an honours classification is as follow:

CGPA	Honours Classification
3.75 - 4.00	First Class
3.25 - 3.74	Second Upper Class
2.75 - 3.24	Second Lower Class
2.50 - 2.75	Third Class
2.00 - 2.49	General Award

Cumulative Grade Point (CGPA). The CGPA is calculated to 2 decimal points. The maximum value is 4.00 & the minimum is 2.00. All courses forming part of the programme will be included in CGPA. This includes courses (a) for which graded credit has been approved; (b) courses which received a failed grade but was subsequently passed; © Non-academic courses (MPW & MPU courses) For more details in the CGPA calculation, please refer to the FCMCI Student Handbook.

MCH1004 Marketing Communication

PRE-REQUISITE(s)

No pre-requisite is required.

CREDIT HOURS

4

SYNOPSIS

This course is an introduction to the wide scope of marketing communication. Students need the basic understanding to develop further in the communication majors such as public relations.

LEARNING OUTCOMES

- Compare and contrast the differences and similarities between advertising and marketing communication (C4, PLO4)
- Explain and demonstrate the concept of integrated marketing communication (A3, PLO1)
- Apply principles of advertising and promotion in a communication setting (C3, PLO6)

TOPICS

TOPIC	TITLE
1	Overview of Marketing Comm <ul style="list-style-type: none">• How MC works. Meaning of Marketing Comm. Linkage to buyer behaviour
2	Brand Equity and Adoption <ul style="list-style-type: none">• Branding & power of Marketing Comm. Segmentation, Targeting & Positioning
3	Planning for Marketing Comm <ul style="list-style-type: none">• Concept of IMC. Planning & strategy of marketing communication
4	Brand Positioning <ul style="list-style-type: none">• Brand positioning: strategy & tactics. Positioning in different markets
5	Marketing Communication Mix <ul style="list-style-type: none">• What it is. Description of strengths & weaknesses of media by types
6	Overview of Ad Campaign <ul style="list-style-type: none">• Need for a campaign. Setting the ad objectives & strategies. Selecting the right media & target audience
7	Roles of Public Relations <ul style="list-style-type: none">• Roles & tools of PR. Strategy & tactics of PR in brand/corporate promotion

TOPIC	TITLE
8	Direct Marketing & Other Media <ul style="list-style-type: none"> Personal selling, road shows, mailbox drops, specialty media
9	Sales Promotion Toward Consumers & Trade <ul style="list-style-type: none"> The nature & differences between promotions toward buyers & traders. Objectives & strategies
10	Consumer Sales Promotion <ul style="list-style-type: none"> Sampling, Couponing, Premiums and Others
11	Trade Sales Promotion <ul style="list-style-type: none"> Types of traders: hypermarkets, retail, & exclusive stores. Stocking allowance & other incentives
12	Regulatory Environment & Issues of Marketing Communication
13	Summary MarComm
14	Overview

ASSESSMENT DETAILS

Coursework 100%

PRESCRIBED TEXT

- Chris Fill, C. & Turnbull, S. (2023). Marketing Communications (9th ed). Pearson.

ADDITIONAL REFERENCE

- H Kotler et al. (2014) Marketing Management: An Asian Perspective, 2nd Edition, New Jersey: Prentice Hall.

MCH1014 Mass Communication

PRE-REQUISITE(s)

No pre-requisite is required.

CREDIT HOURS

4

SYNOPSIS

This course provides a basic knowledge on communication and media industries to students. It is designed to provide a comprehensive foundation for the understanding and further studies in communication. Besides presenting new approaches in media development, it helps the students to discover new changes in the media environment. It equips the students with the various knowledge of primary printed, electronic and new media.

LEARNING OUTCOMES

- Analyse systematically advanced knowledge of mass communication, media convergence, and public opinion within the field of media and communication. (C4, PLO1, MQF1)
- Propose solutions to communication and mass media issues by applying relevant concepts and theories within the evolving media landscape. (C5, PLO2, MQF2)
- Demonstrate effective communication skills appropriate to various professional contexts within the fields of communication and media studies. (A5, PLO5, MQF3C)

TOPICS

TOPIC	TITLE
1	Mass Communication, Culture, and Media Literacy <ul style="list-style-type: none">• What is Communication, What is Culture, Mass Communication & Culture, Media Literacy
2	Convergence and the Reshaping of Mass Communication <ul style="list-style-type: none">• Traditional Media Industries in Transition• The Good News for Media Industries• The New Mass Communication Process
3	Mass Communication, Media & Public Opinion <ul style="list-style-type: none">• The Role of Media in Shaping Public Opinion• Media Bias and Its Effects on Public Perception• Social Media and Public Opinion Dynamics• The Influence of Media on Political Polarization

TOPIC	TITLE
4	Theories and Effects of Mass Communication <ul style="list-style-type: none"> Defining Mass Communication Theory, History, The Effects of Mass Communication, Audience Research
5	Media Freedom, Regulation, Ethics <ul style="list-style-type: none"> First Amendment, Social Responsibility Theory, Media Industry Ethics, Media Ownership
6	Globalization & Mass Communication <ul style="list-style-type: none"> History, Global Media Today, Global Village, Cultural Imperialism
7	The Future of Mass Communication <ul style="list-style-type: none"> Advancement & Evolution in Media technologies, The Rise of Personalized and Interactive Media, Ethical and Privacy Considerations in Future Media.
8	Strategic Communication Industries: Public Relations & Advertising <ul style="list-style-type: none"> History, Audiences, Scope & Structure, Trends & Convergence
9	Understanding Media Industries: Book & Magazine <ul style="list-style-type: none"> History, Audiences, Scope & Structure, Trends & Convergence
10	Understanding Media Industries: Newspaper <ul style="list-style-type: none"> History, Audiences, Scope & Structure, Trends & Convergence
11	Understanding Media Industries: Radio, Recording & Popular Music <ul style="list-style-type: none"> History, Audiences, Scope & Structure, Trends & Convergence
12	Understanding Media Industries: Television, Cable, & Mobile Video <ul style="list-style-type: none"> History, Audiences, Scope & Structure, Trends & Convergence
13	Understanding Media Industries: Film <ul style="list-style-type: none"> History, Audiences, Scope & Structure, Trends & Convergence
14	Understanding Media Industries: Video Games, Internet & Social Media <ul style="list-style-type: none"> History, Audiences, Scope & Structure, Trends & Convergence, User Generated Content

ASSESSMENT DETAILS

Coursework 100%

PREScribed TEXT

- Baran, S.J. (2023). Introduction to Mass Communication (12th ed). McGraw Hill Education

ADDITIONAL REFERENCE

- Hanson, R.R. (2021). Mass Communication: Living in a Media World (8th ed). SAGE.
- Journalism & Mass Communication Quarterly
- Pavlik, J.V. & McIntosh, S. (2019). Converging Media: a new introduction to mass communication (6th ed). Oxford University Press.

MCH1024 Public Speaking

PRE-REQUISITE(s)

No pre-requisite is required.

CREDIT HOURS

4

SYNOPSIS

This course is an introduction to speech communication which emphasizes the practical skill of public speaking, including techniques to lessen speaker anxiety, and the use of visual aids to enhance speaker presentations. Civility and ethical speech-making are the foundations of this course. Its goal is to prepare students for success in typical public speaking situations and to provide them with the basic principles of organization and research needed for effective speeches.

LEARNING OUTCOMES

- Create effective informative and persuasive speeches using various speech writing techniques. (C6, PLO2, MQFC2)
- Display the ability to effectively construct and deliver speeches for special occasions, such as impromptu and commemorative speeches. (P4, PLO3, MQFC3A)
- Integrate normative communication skills with effective use of presentation aids to enhance speech delivery for diverse audiences in media and communication contexts. (A4, PLO5, MQFC3C)

TOPICS

TOPIC	TITLE
1	COURSE OVERVIEW SPEAKING IN PUBLIC <ul style="list-style-type: none">• Power of Public Speaking• Vocal training• Breath control• Body language• Developing confidence• Public Speaking & Critical Thinking• Speech Communication process• Speaking in a Multicultural World
2	ETHICS & PUBLIC SPEAKING <ul style="list-style-type: none">• Importance of ethics• Speaking ethically• Plagiarism

TOPIC	TITLE
4	SELECTING A TOPIC & A PURPOSE <ul style="list-style-type: none"> • Choosing a topic • Determining purpose
5	GATHERING MATERIALS <ul style="list-style-type: none"> • Existing knowledge & experience • Library & Internet research, & Interviewing
6	SUPPORTING YOUR IDEAS <ul style="list-style-type: none"> • Examples • Statistics • Testimony • Citing sources orally
7	ORGANIZING SPEECH CONTENT <ul style="list-style-type: none"> • Main Points • Supporting Points • Connectives
8	BEGINNING & ENDING THE SPEECH <ul style="list-style-type: none"> • Introduction • Methods of Gaining Attention • Conclusion
9	OUTLINING THE SPEECH <ul style="list-style-type: none"> • Preparation Outline • Speaking Outline
10	USING LANGUAGE <ul style="list-style-type: none"> • Accuracy, clarity, vividness & appropriateness • Develop a vocal warm up
11	DELIVERY <ul style="list-style-type: none"> • Method of delivery • Speaker's Voice & Body

TOPIC	TITLE
12	SPEAKING TO PERSUADE <ul style="list-style-type: none"> • Psychology of persuasion • Types of persuasive speech • Methods of persuasion
13	SPEAKING ON SPECIAL OCCASIONS <ul style="list-style-type: none"> • Speeches of introduction • Speeches of presentation • Speeches of acceptance • Commemorative Speech
14	SPEAKING TO INFORM <ul style="list-style-type: none"> • USING VISUALS • Types of Visual Aids • Preparing Visual Aids • Presenting with Visual Aids

ASSESSMENT DETAILS

Coursework 100%

PRESCRIBED TEXT

- Lucas, S. E. (2020). The Art of Public Speaking. McGraw Hill

ADDITIONAL REFERENCE

- King, P. E. (2017). Fearless Public Speaking: How to Destroy Anxiety, Captivate Instantly, and Become Extremely Memorable - Always Get Standing Ovations. USA: CreateSpace Independent Publishing
- Vogel, W. H. & Viale, P.H. (2018). Presenting with Confidence. (July) Jul-Aug; 9(5): 545–548. Journal of the Advanced Practitioner in Oncology
- Tsang, A. (2017). Enhancing learners' awareness of oral presentation (delivery) skills in the context of self-regulated learning. Volume: 21 Issue: 1, page(s): 39-50 : September 13, 2017; Issue published: March 1, 2020. Sage Publications.
- Acker, M. (2019). Speak With No Fear: Go from a nervous, nauseated, and sweaty speaker to an excited, energised, and passionate presenter. USA: ADVANCE Consulting.

MCH1034 Business Communication

PRE-REQUISITE(s)

No pre-requisite is required.

CREDIT HOURS

4

SYNOPSIS

Communication is a complex process that is vital to accomplish any task effectively. Hence, this course offers students approaches and techniques for effective communication at work, which will increase their chances of success. Moreover, students will also learn by analysing how people communicate within business and professional organisations, and how this communication is changing.

LEARNING OUTCOMES

- Apply classroom practical skills and techniques in an actual workplace. (C2 , PLO11)
- Demonstrate relevant competencies and follow through with commitment in a professional setting. (A3, PLO4)
- Display time management skills to deliver quality output in a timely fashion. (P4, PLO6)

TOPICS

TOPIC	TITLE
1	<ul style="list-style-type: none">• Brief on the course requirements• Business Communication Foundations• Goals of Business Communication• Patterns of Business Communication• Communication Process
2	<ul style="list-style-type: none">• Culture and Communication• Diversity in the workplace• Barriers and strategies for effective global communication
3	<ul style="list-style-type: none">• Organisation Culture and Structure• Levels of Organisational Culture• Models of Organisational Culture
4	<ul style="list-style-type: none">• Technological Considerations• Digital identity• Mobile computing and social media
5	<ul style="list-style-type: none">• Communication Techniques• Choosing words• Developing sentences• Forming paragraphs

TOPIC	TITLE
6	<ul style="list-style-type: none"> • Print and Electronic Messages • Developing written business messages • Memos & Emails • Message Formats • Standards parts of a letter • Supplementary parts of a letter • Punctuation Styles
7	<ul style="list-style-type: none"> • Positive, Neutral, and Social Business Messages • Types • Structure • Negative and Persuasive Messages • Types • Structures
8	<ul style="list-style-type: none"> • Employment Communication • Job Searching • Resume • Cover Letters • Interviews • Voice Training
9	<ul style="list-style-type: none"> • Business Research and Report Writing • Report types and characteristics • Research techniques • Components
10	<ul style="list-style-type: none"> • Visual Aids • Types of visual aids • Developing appropriate visual aids for written and oral communication • Multimedia presentations

TOPIC	TITLE
11	<ul style="list-style-type: none"> • Meetings • Types of meetings • Planning and conducting meetings • Meeting documents
12	<ul style="list-style-type: none"> • Decision Making • Models of decision making • Effective decision making • Groupthink • Leadership • Models of leadership • Power
13	<ul style="list-style-type: none"> • Conflict • Conflict management process • Defining conflict • Levels and phases of organisational conflict • Conflict management styles
14	<ul style="list-style-type: none"> • Emotional Process at the Workplace • Stress and burnout • Emotional labour • Coping strategies

ASSESSMENT DETAILS

Coursework 100%

PRESCRIBED TEXT

- Shwom, B., & Snyder, L. G. (2020). Business Communication: Polishing Your Professional Presence (4th ed.). Boston: Pearson.

ADDITIONAL REFERENCE

- King, P. E. (2017). Fearless Public Speaking: How to Destroy Anxiety, Captivate Instantly, and Become Extremely Memorable - Always Get Standing Ovations. USA: CreateSpace Independent Publishing
- Adler, R. B., Elmhurst, J. M., & Kristen, L. (2012). Looseleaf Communicating at Work: Strategies for Success in Business and the Professions. US: McGraw-Hill Education
- Krizan, A. C., Merrier, P., Logan, J., & Williams. K. (2010). Business Communication. US: Cengage Learning.

MCH1044 Multimedia Design

PRE-REQUISITE(s)

No pre-requisite is required.

CREDIT HOURS

4

SYNOPSIS

This subject introduces students to the fundamental principles of multimedia design, blending both theoretical knowledge and practical skills. Students will explore how to create visually compelling materials tailored for various multimedia platforms. Emphasizing the integration of design principles, user experience, and multimedia technologies, the course prepares students to develop professional-quality digital creations.

LEARNING OUTCOMES

- Identify the fundamentals of multimedia and multimedia's basic principles. (C4, PLO1)
- Demonstrate a better understanding of applying multimedia basic principles to create visually effective designs. (P5, PLO3)
- Display the ability to utilise designated software effectively to create cohesive multimedia content (A5, PLO6)

TOPICS

TOPIC	TITLE
1	Introduction to Creative Multimedia <ul style="list-style-type: none">• Definition of Multimedia• Key components of multimedia: text, images, audio, video, and animation.• Role and significance of multimedia in modern communication.• Basic concepts in multimedia design and production.• Multimedia systems and their components (hardware and software).• Types of multimedia systems: interactive, non-interactive, and virtual.
2	Digital Media Platforms <ul style="list-style-type: none">• Overview of various digital platforms: web, mobile, social media.• The role of multimedia in enhancing content delivery across platforms.• Key considerations for multimedia design on different platforms.

TOPIC	TITLE
3	<p>Basic Design Principles</p> <ul style="list-style-type: none"> • Introduction to design principles: Balance, contrast, emphasis, and unity. • Elements of design: Line, shape, colour, texture, and space. • The role of design principles in creating effective multimedia. • The importance of visual hierarchy and layout in multimedia communication.
4	<p>Text and Typography in Multimedia</p> <ul style="list-style-type: none"> • Importance of text in multimedia design. • Basic typography principles: font types, size, spacing, and alignment. • Using text creatively in multimedia projects.
5	<p>Understanding Colour Theory in Multimedia</p> <ul style="list-style-type: none"> • The fundamentals of colour theory: primary, secondary, and tertiary colours. • Colour psychology: emotional and cultural impact of colours in multimedia. • Principles of color harmony, contrast, and color balance in design. • The role of color in branding, storytelling, and enhancing user experience. • The use of grids can support a publication's content, goal, and format.
6	<p>The Role of Visual / Imagery</p> <ul style="list-style-type: none"> • The importance of imagery in visual communication. • Types of imagery: illustrations, photographs, icons, and digital art. • Image selection, composition, and storytelling with visuals. • Basics of image resolution, formats, and optimizing images for different platforms.
7	<p>Principles of Page Layout and Composition</p> <ul style="list-style-type: none"> • Understanding layout: grids, alignment, and spacing. • The rule of thirds, visual hierarchy, and balance in design. • Effective use of white space and margins for clarity. • Page layout techniques for print and digital platforms: e-books, presentations, and websites.

TOPIC	TITLE
8	<p>Visual Storytelling and Narrative Design</p> <ul style="list-style-type: none"> • The Power of Storytelling in Multimedia: Developing narrative through multimedia. • Creating Storyboards and Scripts: Visualizing and planning content flow. • Interactive Storytelling: Developing nonlinear stories and branching narratives.
9	<p>Audio and Sound Design</p> <ul style="list-style-type: none"> • The role of audio and sound in multimedia communication. • Types of audio: music, voice-over, sound effects. • Basics of sound design: audio effects, mixing, and synchronization.
10	<p>Video Production Basics</p> <ul style="list-style-type: none"> • Key principles of video production: shot composition, framing, and timing. • Introduction to video formats, resolution, and editing. • How video enhances storytelling and communication.
11	<p>Animation and Motion Graphics</p> <ul style="list-style-type: none"> • The role of animation in multimedia design. • Basic principles of animation: timing, movement, and pacing. • Introduction to motion graphics and its applications in multimedia.
12	<p>Interactive Media and User Experience</p> <ul style="list-style-type: none"> • Understanding interactive media: websites, apps, and games. • Principles of user experience (UX) design. • The importance of user interfaces (UI) and usability in interactive multimedia.
13	<p>Ethical and Legal Issues in Multimedia Design</p> <ul style="list-style-type: none"> • Ethical considerations in multimedia design and content creation. • Copyright, intellectual property, and fair use in multimedia. • The responsibility of designers in creating inclusive and non-biased content.

TOPIC	TITLE
14	<p>The Future of Creative Multimedia</p> <ul style="list-style-type: none"> • Emerging trends in multimedia: VR, AR, AI, and interactive technologies. • The future of multimedia design and its impact on various industries. • Career opportunities in multimedia design and related fields.

ASSESSMENT DETAILS

Coursework 100%

PRESCRIBED TEXT

- Costello, V. (2023). *Multimedia Foundations*. New York: Routledge.

ADDITIONAL REFERENCE

Other additional information :

- Nian Li, Z., Drew, M., & Liu, J. (2021). *Fundamentals of Multimedia* (Third Edition). Switzerland: Springer.
- Dabner, D., Stewart, S., and Vickress, A. (2020). *Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media*. London: Thames & Hudson Ltd.
- Heller, S. and Vienne, V. (2018). *Becoming a Graphic and Digital Designer: A Guide to Careers in Design*. New Jersey: John Wiley & Sons Inc.

MCH1054 Writing for Mass Media

PRE-REQUISITE(s)

No pre-requisite is required.

CREDIT HOURS

4

SYNOPSIS

This course equips students with the essential skills to craft engaging, accurate, and audience-focused content for various mass media platforms, including print, broadcast, and digital. Emphasising clarity, creativity, and professionalism, students will learn to write news articles, features, editorials, and social media posts while adhering to ethical and legal standards. With a focus on practical application and audience analysis, the course prepares students to adapt their writing for the dynamic and evolving media industry.

LEARNING OUTCOMES

- Outline an understanding of fundamental principles of mass media writing, including news writing, feature writing, and scriptwriting, and their relevance to different media platforms. (C4,PLO1)
- Display appropriate writing techniques to craft clear, concise, and compelling media content for print, broadcast, and digital platforms. (P5,PLO3)
- Utilise digital tools and platforms, including content management systems, social media, and video editing software, to produce and publish media content.(A5, PLO6)

TOPICS

TOPIC	TITLE
1	Know your audience <ul style="list-style-type: none">• The Importance of Understanding Your Audience• Demographics, Psychographics, and Media Consumption Habits• Adapting Writing Style and Tone to the Audience• Audience Feedback and Engagement• Challenges of Writing for Diverse Audiences
2	Being accurate, relying on facts <ul style="list-style-type: none">• The Importance of Accuracy in Mass Media Writing• Fact-Checking and Verification Techniques• Differentiating Between Facts, Opinions, and Interpretations• The Role of Sources in Ensuring Accuracy• Maintaining Accuracy in the Digital Age

TOPIC	TITLE
3	<p>The Basic Writing</p> <ul style="list-style-type: none"> • The Inverted Pyramid structure • Developing the Story, • Characteristics of News Stories, • Headlines, summaries and leads • Basic Tools of Writing
4	<p>Interview, Preparation and Gathering Information</p> <ul style="list-style-type: none"> • Interview Preparation • Gathering source information • Approach in conducting interviews • Types of interview questions
5	<p>Writing on the web</p> <ul style="list-style-type: none"> • Characteristics and Structure of Effective Web and Blog Writing • Search Engine Optimisation (SEO) and Content Strategy • Multimedia Integration and Mobile Optimisation • Advantages and disadvantages of web writing
6	<p>Writing on Social Media</p> <ul style="list-style-type: none"> • Role of Social Media in Mass Media Writing • Writing Styles for Social Media • Key Elements of Effective Social Media Writing • Ethical Considerations in Social Media Writing • Writing for Social Media in Crisis Communication
7	<p>Law and ethics in media writing</p> <ul style="list-style-type: none"> • Members of the Society of American Professional Journalist Code • Malaysian Press Institute of Journalism Code of Conduct • The National Union of Journalist, Malaysia Code of Ethics
8	<p>Reporting: The Basic and Beyond</p> <ul style="list-style-type: none"> • News Reporting Beyond the Event • Beats • Feature Stories writing

TOPIC	TITLE
9	<p>Writing for Traditional Print Media</p> <ul style="list-style-type: none"> • Nuances for Print Writing • Attributions • Expanding the Inverted Pyramid
10	<p>Writing and Images</p> <ul style="list-style-type: none"> • Basic Concepts of Photojournalism • The Threes of Photojournalism • Writing Cut lines • Caption Writing
11	<p>Writing for Broadcast</p> <ul style="list-style-type: none"> • Sound as a Reporting Tool • Writing to Be Heard • Writing the Audio/Video News Story
12	<p>Writing for Public Relations</p> <ul style="list-style-type: none"> • Types of PR Writing • Incorporating key messages and quotes • Common mistake in PR writing
13	<p>Writing for Advertising Copy</p> <ul style="list-style-type: none"> • Process of writing advertising • Writing for Print Advertisement • Writing Advertising for Broadcast • Advertising creative brief
14	<p>Writing for Marketing</p> <ul style="list-style-type: none"> • Elements of Copywriting • Importance of “tone of voice” in copywriting • Writing Creatively for Marketing

ASSESSMENT DETAILS

Coursework 100%

PRESCRIBED TEXT

- Filak, V.F. (2021). Dynamics of Media Writing (Adapt and Connect), 3rd ed. SAGE.

ADDITIONAL REFERENCE

- Filak, V.F. (2021). Dynamics of News Reporting and Writing : Foundational Skills for a Digital Age, 2nd Ed. SAGE. APA Style (2020). Publication Manual of the American Psychological Association, 7th ed. Retrieved from <https://apastyle.apa.org>.

MCH1064 Journalism

PRE-REQUISITE(s)

No pre-requisite is required.

CREDIT HOURS

4

SYNOPSIS

This course offers a comprehensive exploration of journalism's core principles, from its historical foundations to its modern practices. Students will learn about the news process, ethical standards, and effective writing techniques, while gaining knowledge in researching, interviewing, and producing news content across various media formats.

LEARNING OUTCOMES

- Analyse systematically the principles and key concepts in journalism. (C4, PLO 1, MQF1)
- Evaluate proficiency in news writing and reporting based on journalism ethical standards. (C5, PLO 2, MQF2)
- Display the ability to apply digital and media information literacy across diverse contexts in the media and communication fields. (A5, PLO 6, MQF3D)

TOPICS

TOPIC	TITLE
1	Introduction to Journalism <ul style="list-style-type: none">• History, Evolution, Role & Responsibility of Journalist, Becoming a Journalist, Editor
2	Core Principles of Journalism <ul style="list-style-type: none">• News Values• Truth and accuracy, Independence and impartiality, Fairness and balance, Accountability and transparency
3	Key Concepts in Journalism <ul style="list-style-type: none">• Inverted Pyramid Structure, Story Angle (5W1H), Headline, Subhead, Lead Dateline, Quotes, Structuring & Organising Stories
4	Format & Style <ul style="list-style-type: none">• Chronological, Hourglass, AP Style, Abbreviations, Punctuation, Style, Consistency, Hard News, Soft News, Lead Body Conclusion, Nutgraph, Incorporating Visuals, Captions & Cutlines

TOPIC	TITLE
5	<p>News Gathering & Reporting Techniques</p> <ul style="list-style-type: none"> Methods for identifying the source, collecting information, conducting interviews, using official documents, online research, fact-checking and verification
6	<p>Ethical Practice in Journalism</p> <ul style="list-style-type: none"> Journalistic Code of Ethics, The Good Journalist, Ethical Dilemma, Libel, Invasion of Privacy, Copyright Law, and Conflicts
7	<p>Editing and Proofreading for Ethical Reporting</p> <ul style="list-style-type: none"> Techniques for accurate editing, ensuring adherence to ethical standards during the editing process, and maintaining consistency and clarity in reporting
8	<p>Feature Writing</p> <ul style="list-style-type: none"> Types and Structure of Features, Storytelling Technique, Editing and Refining Feature Articles, Columnist
9	<p>Investigative Journalism</p> <ul style="list-style-type: none"> Research & Investigation, Ethical Considerations, Reporting & Writing
10	<p>Opinion & Editorial Writing</p> <ul style="list-style-type: none"> Types of Opinion and Editorials, Columnist, Argument Construction, Writing with Persuasion
11	<p>Broadcast Journalism</p> <ul style="list-style-type: none"> Television and Radio Reporting, Scriptwriting, Visual & Audio Elements
12	<p>Photojournalism</p> <ul style="list-style-type: none"> Principles of Photojournalism, Technical Skills, Ethical Considerations
13	<p>Digital Journalism & Mobile Journalism (MOJO)</p> <ul style="list-style-type: none"> Writing for Digital Content, Mobile Journalisms, News on Social Media
14	<p>The Future of Journalism Industry</p> <ul style="list-style-type: none"> Technological advancement and innovation, Consumer Behaviour, Media Consumption, Ethical and Legal Challenges, Global Perspective on Journalism

ASSESSMENT DETAILS

Coursework 100%

PREScribed TEXT

- Swaine, M., Gilbert, H., & Allen, G. (2022). Writing for Journalists, 4th ed. Routledge

ADDITIONAL REFERENCE

- Downing, M. (2024). Intro To Journalism Handbook, 5th Edition. Pennsylvania, Pennsylvania, United State of America.
- Baker, J. (2022). Essential Journalism, 1st ed. Routledge
- Harcup, T. (2021). Journalism: Principles and Practice (4th). Sage

MCH1074 Human Communication

PRE-REQUISITE(s)

No pre-requisite is required.

CREDIT HOURS

4

SYNOPSIS

This course will introduce students to communication principles, common communication practices, and a selection of theories to better understand the communication transactions that they experience in their daily lives. The principles and practices that they study in this course will provide the foundation for further study in communications.

LEARNING OUTCOMES

- Identify the components of verbal and nonverbal communication and evaluate their impact on the effectiveness of human communication in diverse scenarios. (C4, PLO1)
- Evaluate the effectiveness of verbal communication in various contexts, assessing appropriateness and impact on the audience. (C5, PLO2)
- Demonstrate effective use of verbal and nonverbal communication in a variety of social and cultural contexts. (P5, PLO3)

TOPICS

TOPIC	TITLE
1	Introduction to the course and course requirements: <ul style="list-style-type: none">• Course description & objectives• Foundation of Human Communication
2	Perception, Self, and Communication <ul style="list-style-type: none">• Understanding intra and inter personal Communication• Self-image and communicating to others• Vocal and breath control
3	Language and Meaning Nonverbal Communication <ul style="list-style-type: none">• Sign and meaning• Gestures in communication
4	Nonverbal Communication <ul style="list-style-type: none">• Verbal vs nonverbal communication• Nonverbal communication codes
5	Listening and Critical Thinking <ul style="list-style-type: none">• Listening vs. Hearing• Types of thinking

TOPIC	TITLE
6	<p>Being Credible and Using Evidence</p> <ul style="list-style-type: none"> • Finding materials for writing and presenting information • Types of resources
7	<p>Being Credible and Using Evidence</p> <ul style="list-style-type: none"> • Finding materials for writing and presenting information • Types of resources
8	<p>Interpersonal Communication</p> <ul style="list-style-type: none"> • The Art of Conversation • Relationships • Dealing with Conflicts
9	<p>Workplace Communication</p> <ul style="list-style-type: none"> • Organisational Climate and Message • Communicating with superiors, co-workers and subordinates
10	<p>Intercultural Communication</p> <ul style="list-style-type: none"> • What is culture and cultural differences • Forms Intercultural Communication
11	<p>Small-Group Communication</p> <ul style="list-style-type: none"> • Developing group members • Idea generation
12	<p>Dealing with Conflict</p> <ul style="list-style-type: none"> • Principle of conflicts • Conflict management • Conflict handling strategies
13	<p>Organising Your Presentation</p> <ul style="list-style-type: none"> • Informative Presentations • Persuasive Presentations
14	<p>Organising Your Presentation</p> <ul style="list-style-type: none"> • Informative Presentations • Persuasive Presentations

ASSESSMENT DETAILS

Coursework 100%

PRESCRIBED TEXT

- ISE Human Communication by Judy Pearson (Author), Paul Nelson (Author), Scott Titsworth (Author), Angela Hosek (Author), Language English, Publisher McGraw-Hill Education | January 7, 2020

ADDITIONAL REFERENCE

- Van Pinxteren, M., M.E., Pluymakers, M., & Jos, G. L. (2020). Human-like communication in conversational agents: a literature review and research agenda. *Journal of Service Management*, 31(2), 203-225. <http://dx.doi.org/10.1108/JOSM-06-2019-0175>
- First, J. M., Shin, H., Ranjit, Y. S., & Houston, J. B. (2021). COVID-19 Stress and Depression: Examining Social Media, Traditional Media, and Interpersonal Communication. *Journal of Loss & Trauma*, 26(2), 101-115. <http://dx.doi.org/10.1080/15325024.2020.1835386>

MCH1084 Entrepreneurship

PRE-REQUISITE(s)

No pre-requisite is required.

CREDIT HOURS

4

SYNOPSIS

The survival of society depends on a dynamic entrepreneurship that can help turn the economy around when unemployment is high and the economy is contracting or stagnating. By developing novel products or increasing competition, new firms can boost demand, which could in turn create new job opportunities and reduce unemployment. This is one of the major roles of entrepreneurship. Thus, this course focuses on developing knowledge, skills, and understanding of how an innovative and creative idea, product, or process can be used to form a new and successful business or to help an existing firm to grow and expand.

LEARNING OUTCOMES

- Examine the core principles of entrepreneurship and assess their application in various business contexts, identifying their role in the success or failure of entrepreneurial ventures. (C4, PLO1)
- Explain and compare key business models, strategies, and market positions of different companies, identifying the factors that contribute to each firm's competitive advantage. (C5, PLO2)
- Formulate a business plan for implementing entrepreneurial activities in a globalised and competitive environment. (A4, PLO10)

TOPICS

TOPIC	TITLE
1	Brief on the course requirement <ul style="list-style-type: none">• Introduction to Entrepreneurship.• What is creativity & the importance of creativity• Definition of entrepreneurship, basic concepts, & its roles.
2	Introduction to Entrepreneurship <ul style="list-style-type: none">• Importance of entrepreneurship for• economic development, developing personal creativity and entrepreneurial initiative
3	Understanding business situations <ul style="list-style-type: none">• Economic environment: growth, stability & management of the Malaysian economy. Socio-political-business environments.• Technological environment.

TOPIC	TITLE
4	Features of a successful entrepreneur <ul style="list-style-type: none"> Eight stages of the entrepreneurial process. Market evaluation for a new venture. Ways to structure the venture & strategic planning
5	Business law & ethics <ul style="list-style-type: none"> Legal environment. Types of business. Intellectual property rights, patents, copyrights, trademarks & trade secrets. Hiring laws & contracts
6	Strategic marketing and the consumer <ul style="list-style-type: none"> Small business marketing mix strategy, target market & marketing segmentation
7	Strategic marketing and the consumer <ul style="list-style-type: none"> Marketing environment. Putting brand value & satisfaction.
8	Financial management <ul style="list-style-type: none"> Generally Accepted Accounting Principles (GAAP) Financial statements
9	Financial management <ul style="list-style-type: none"> Financial planning & budgets Break-even analysis, ROI & payback period
10	Organising the business enterprise <ul style="list-style-type: none"> Setting the operating structure & decision-making hierarchy. Assigning & performing tasks. Between specialisation & departmentalisation.
11	Developing a business plan <ul style="list-style-type: none"> Writing a business proposal. Options for funding the new venture. Issues in implementing the plan.

TOPIC	TITLE
12	Product distribution and promotions <ul style="list-style-type: none"> • Distribution mix & strategies. Importance of promotion, strategies & promotional mix.
13	Management for entrepreneurs <ul style="list-style-type: none"> • Roles & five key managerial activities. Coaching & coaching employees
14	Leadership of the enterprise <ul style="list-style-type: none"> • Autocratic, participative, & empowering management styles & their application

ASSESSMENT DETAILS

Coursework 100%

PRESCRIBED TEXT

- Liverty M, Litel C. (2019), Entrepreneurship. OpenStax. ISBN 1947172697, 9781947172692

ADDITIONAL REFERENCE

- Case, S. (2016). The Third Wave: An Entrepreneur's Vision of the Future. New York: Simon & Schuster.
- Ross, Alec. (2016). The Industries of the Future. New York: Simon & Schuster.

MCH1094 English of Academic Purposes

PRE-REQUISITE(s)

No pre-requisite is required.

CREDIT HOURS

4

SYNOPSIS

This course is designed to enhance students' proficiency in using English effectively within an academic setting. It focuses on developing essential skills for success at the university level, including critical reading and academic writing, active listening and comprehension of spoken English, as well as effective speaking and presentation techniques. Through integrated, task-based activities, students will learn to engage with academic texts, articulate ideas clearly, and participate confidently in academic discussions and presentations. The course ultimately aims to equip students with the language tools and strategies necessary to achieve their full academic potential.

LEARNING OUTCOMES

- Construct well-organised, various academic essays—such as argumentative, descriptive and comparative essays—by critically analysing and synthesising academic research, applying appropriate citation conventions, and demonstrating advanced academic writing conventions. (P4, PLO3)
- Demonstrate digital and media information literacy by producing well-written content that integrates appropriate academic writing conventions, critical thinking, and research-based materials. (A3, PLO6).
- Display effective normative communication skills through research and presentation, tailored to diverse audiences across different contexts. (A5, PLO 5)

TOPICS

TOPIC	TITLE
1	Course Overview <ul style="list-style-type: none">• Introduction to the Course• Types of sentences, Sentence skills and essay forms
2	Grammar: Parts of Speech <ul style="list-style-type: none">• Importance of grammar, parts of speech and functions
3	Punctuation <ul style="list-style-type: none">• Importance of punctuation, fundamental principles, and other marks of punctuation

TOPIC	TITLE
4	Library Research and Online Databases <ul style="list-style-type: none"> • Use of the library, paper procedure
5	Using Evidence Appropriately <ul style="list-style-type: none"> • Research findings, paraphrasing and quoting, and the nature of evidence • Documentation and APA referencing
6	Using Evidence Appropriately <ul style="list-style-type: none"> • Documentation and APA referencing
7	Essay Development <ul style="list-style-type: none"> • Summarising and Synthesising Information • Recording sources of information, nature of summary and paraphrase
8	Essay Development <ul style="list-style-type: none"> • Description: its purpose and ways to describe a person, place, or thing in vivid detail
9	Essay Development <ul style="list-style-type: none"> • Cause and Effect. Explaining the reasons and results of an event or situation. Organisation and language
10	Essay Development <ul style="list-style-type: none"> • Comparison and Contrast. Writing similarities and differences between two things or ideas. Engagement in critical thinking and analyses
11	Essay Development <ul style="list-style-type: none"> • Argumentation. Presenting supporting and opposing ideas of an issue. Objective, persuasion to change belief.
12	Proofreading <ul style="list-style-type: none"> • Identifying and Correcting Errors in written Work
13	Oral presentations <ul style="list-style-type: none"> • (Types & components of presentations, Issues with presentations, Understanding body language and vocal warm ups)
14	Incorporating Data, Graphics, Tables and Charts in Reports <ul style="list-style-type: none"> • Planning and constructing tables, arrangement of the elements, legend, key or scale, and preparation

ASSESSMENT DETAILS

Coursework 100%

PRESCRIBED TEXT

- Silvia, P. J. (2019, January 1). How to Write a Lot. APA Life Tools.

ADDITIONAL REFERENCE

- Journal of English for Academic Purposes
- Cambridge Online Dictionary <http://dictionary.cambridge.org/>
- Academic Word List <http://www.uefap.com/vocab/select/awl.htm> The Purdue Online Writing Lab <https://owl.english.purdue.edu/>
- TED Talks: <http://tedtalks.ted.com/>
- Guide to Grammar and Writing: <http://grammar.ccc.commnet.edu/grammar/>
- BBC EFL Site <http://www.bbc.co.uk/learningenglish/>

MCH2014 Communication Theories

PRE-REQUISITE(s)

No pre-requisite is required.

CREDIT HOURS

4

SYNOPSIS

This course introduces students to foundational and contemporary media and communication theories as tools to understand media influence on individuals, society, and culture. Students will apply key theoretical perspectives—such as agenda-setting, uses and gratifications, and critical theory—to analyse media content, practices, and audience behaviour.

LEARNING OUTCOMES

- Analyse key media and communication theories in relation to media phenomena using a systems thinking approach. (C4, PLO1, MQF1)
- Evaluate contemporary media practices using appropriate media and communication theories. (C5, PLO2, MQF2)
- Organise theoretical perspectives in academic writing and oral presentations to reflect normative thinking on media and communication issues. (A4, PLO5, MQF3c)

TOPICS

TOPIC	TITLE
1	Introduction to Communication Theory <ul style="list-style-type: none">• Overview of the course and textbook• Definitions of theory and communication• Seven traditions of communication theory• Importance of theory in media and everyday life
2	Understanding Theory and Research <ul style="list-style-type: none">• The relationship between theory and research• Types of theory (empirical, interpretive, critical)• Quantitative vs. qualitative approaches• Building blocks of theory: concepts, models, and variables
3	Symbolic Interaction Theory & Coordinated Management of Meaning <ul style="list-style-type: none">• The role of meaning in human interaction• Symbolic interactionism and the self• CMM: rules, context, and coordination in communication• Media implications: identity construction and narrative

TOPIC	TITLE
4	<p>Cognitive Dissonance Theory & Expectancy Violations Theory</p> <ul style="list-style-type: none"> • Psychological consistency and attitude change • Violated expectations in communication • Applications in advertising and interpersonal media interaction
5	<p>Uncertainty Reduction Theory & Social Penetration Theory</p> <ul style="list-style-type: none"> • Managing uncertainty in communication • Stages of relationship development • Relevance to online dating, social media, and digital disclosures
6	<p>Social Exchange Theory, Dialectical Theory & Communication Privacy Management</p> <ul style="list-style-type: none"> • Cost-benefit analysis in relationships • Dialectics and contradictions in communication • Managing private information in mediated contexts
7	<p>Relational Patterns and Interaction Theories</p> <ul style="list-style-type: none"> • Interactional view and systems perspective • Double binds, family communication patterns • Media portrayals of relational systems
8	<p>Group and Organisational Communication Theories</p> <ul style="list-style-type: none"> • Groupthink and functional theory of decision making • Structuration theory in organizational settings • Media coverage and workplace communication dynamics
9	<p>Theories of Media Effects – Agenda Setting & Cultivation Theory</p> <ul style="list-style-type: none"> • Media as a powerful socializing force • Media agendas vs. public agendas • Long-term media exposure and worldview shaping
10	<p>Uses and Gratifications Theory</p> <ul style="list-style-type: none"> • Active audiences and media choice • Psychological and social gratifications • Case studies in digital and mobile media use

TOPIC	TITLE
11	Media Dependency & Spiral of Silence Theories <ul style="list-style-type: none"> • Understanding media reliance during social change • Fear of isolation and silencing of minority views • Applications in political communication and social movements
12	Critical and Cultural Theories of Communication <ul style="list-style-type: none"> • Frankfurt School and media hegemony • Cultural studies and media resistance • Representation, ideology, and media literacy
13	Muted Group Theory & Standpoint Theory <ul style="list-style-type: none"> • Power, marginalization, and communication • Gender, race, and voice in media representation • Exploring counter-narratives in media spaces
14	Theories of New Media and Technological Determinism <ul style="list-style-type: none"> • Media ecology and technology's role in shaping society • Network society and social media theory • Implications for future communication practices and media environments

ASSESSMENT DETAILS

Coursework 100%

PRESCRIBED TEXT

- West, R., & Turner, L. H. (2024). *Introducing communication theory: Analysis and application* (7th ed.). McGraw-Hill Education.

ADDITIONAL REFERENCE

- No pre-requisite is required.

MCH2024 Communication Law & Ethics

PRE-REQUISITE(s)

No pre-requisite is required.

CREDIT HOURS

4

SYNOPSIS

This course is designed to expose students to communication laws and ethics and explain the regulatory environment of the media in a democratic society. It includes the various communication laws, codes of professional ethics, and self-policing activities that the media organisations often abide by. It will also explain through case analyses how the federal and state agencies, like FINAS, the Censorship Board of the Ministry of Internal Affairs, control individual and organisational communication

LEARNING OUTCOMES

- Assignment 1 (Case Analysis) & Assignment 3 (Ethics)
- Assume responsibility for effective teamwork and anticipatory thinking in ethics and communication laws (A3,PLO4,MQF4)
- Adopt ethical standards, professionalism, and self-awareness in communication laws and ethics (A3,PLO11,MQF5)

TOPICS

TOPIC	TITLE
1	Brief on the course requirement <ul style="list-style-type: none">• Introduction to Law & Ethics. How laws are formed & What is ethics?
2	Meaning of Morality <ul style="list-style-type: none">• Ethical foundations & professional codes• Morality & Religion
3	Malaysian Legal System <ul style="list-style-type: none">• Hierarchy & Jurisdiction of Courts
4	Communication & Media Laws <ul style="list-style-type: none">• Discussions on Selected Laws, Regulations & Codes

TOPIC	TITLE
5	Broadcasting Guidelines <ul style="list-style-type: none"> Intro to Content Code & CMCF. Guidelines on content, Scope & coverage, objectives, info., advice & warnings
6	Multimedia & Cyber Laws <ul style="list-style-type: none"> Scope & coverage, concept of Innocent Carrier, objectives, principles, & online Guidelines
7	Specific Audiotext Hosting Service Guidelines <ul style="list-style-type: none"> Scope & coverage & specific Guidelines
8	Content Code Administration <ul style="list-style-type: none"> Procedure for public & industry complaints, inquiry proceedings, decisions & sanctions
9	Printing Presses & Publication Act <ul style="list-style-type: none"> The laws, Journalism Code of Ethics, advisory organisations MPI & NUJ
10	Public Relations and Advertising <ul style="list-style-type: none"> Code of Professional Ethics. Scope & coverage, objectives, principles, & specific guidelines. PRSM, ASAM Code of Ad Practice
11	Criticisms on Communication Law & Media <ul style="list-style-type: none"> Discussions & Case analyses
12	Issues & Controversies on Communication Consumer Protection <ul style="list-style-type: none"> Discussions & case analyses
13	<ul style="list-style-type: none"> Case Discussion and Analysis
14	<ul style="list-style-type: none"> Review of Lessons Learned

ASSESSMENT DETAILS

Coursework 100%

PRESCRIBED TEXT

- Syahirah Abdul Shukor, Resali Muda, Hendun Abd Rahman Shah, Abidah Abdul Ghafar, Nik Salida Suhaila Nik Saleh, Nazura Abd Manap. (2020). Communications and Media Law in Malaysia. Usim, ISBN: 9789674407117

ADDITIONAL REFERENCE

- Communications and Multimedia Act 1988 (Act 588) Regulation/Rules/Orders , ILBS 2020
- Moore, R. L. (2017). Media Law and Ethics. New York: Routledge.
- Malaysian Code of Advertising Practice, 1990. Goonting & Chew Management Consultants Sdn Bhd, Kuala Lumpur.

MCH 2034 Intercultural Communication

PRE-REQUISITE(s)

No pre-requisite is required.

CREDIT HOURS

3

SYNOPSIS

The course introduces students to intercultural communication within the global context, and equips them with the knowledge and understanding to grapple with the dynamic, interconnected and complex nature of intercultural relations in the world today.

LEARNING OUTCOMES

- Systematically analyse the fundamental concepts of culture and evaluate the dynamics that influence sustainable intercultural communication and global citizenship in diverse human interactions. (C4, PLO1)
- Critically evaluate intercultural competencies and apply culturally responsive processes to address complex barriers in cross-cultural communication while promoting social equity, environmental consciousness, and sustainable community engagement. (C5, PLO2)
- Demonstrate adaptive intercultural skills and ethical practices from diverse cultural contexts to enhance collaborative competencies in multicultural environments. (P5, PLO3)

TOPICS

TOPIC	TITLE
1	What is culture? <ul style="list-style-type: none">• Defining and understanding culture.• The concept of culture.
2	The components of culture. <ul style="list-style-type: none">• The formation of societies.• The relationship between communication and culture.
3	What is communication? <ul style="list-style-type: none">• Defining and understanding communication.• Colour symbolism in culture.
4	The importance of communication. <ul style="list-style-type: none">• The types of communication.• Effects of human communication in culture.
5	Types of cultures. <ul style="list-style-type: none">• What is multiculturalism?• What is the difference between cross-cultural and intercultural communication?

TOPIC	TITLE
6	<p>Defining the meaning of intercultural communication with examples.</p> <ul style="list-style-type: none"> • What is the meaning of intercultural communication? • Frequently asked questions of intercultural communication.
7	<p>The types of intercultural communication.</p> <ul style="list-style-type: none"> • The elements of intercultural communication. • The complexity of intercultural communication.
8	<p>The importance of intercultural communication.</p> <ul style="list-style-type: none"> • The barriers of intercultural communication. • The challenges of intercultural communication.
9	<p>The other challenges of intercultural communication.</p> <ul style="list-style-type: none"> • What is cultural competence? • What is intercultural communication competence?
10	<p>How to develop intercultural competence?</p> <ul style="list-style-type: none"> • The process of intercultural competence. • Frequently asked questions about intercultural communication.
11	<p>What is popular culture?</p> <ul style="list-style-type: none"> • What is social media? • How does popular culture and social media influence intercultural communication?
12	<p>What is convergence?</p> <ul style="list-style-type: none"> • What is cultural convergence? • What is global convergence? • How they impact intercultural communication.
13	<p>The reasons and benefits of intercultural communication.</p> <ul style="list-style-type: none"> • Improving your intercultural communication skills.
14	<p>World view and diversity.</p> <ul style="list-style-type: none"> • World business and culture. • Intercultural communication in business.

ASSESSMENT DETAILS

Coursework 100%

PRESCRIBED TEXT

- ERGlobalizing Intercultural Communication: A Reader. New York: SAGE Publications, Inc.
Nguyen-Phuong-Mai, M. (2020). Intercultural Communication: An advanced resource book for students 4th Edition. By Adrian Holliday, Martin Hyde, John KullmanCopyright 2021

ADDITIONAL REFERENCE

- No pre-requisite is required.

MCH2074 Social Research Method

PRE-REQUISITE(s)

No pre-requisite is required.

CREDIT HOURS

4

SYNOPSIS

This course will enable students to identify and apply appropriate research methodologies in order to plan, conduct and evaluate basic research in the organization/workplace. The course will, furthermore, enable students to distinguish between the scientific method and common sense knowledge, while laying the foundation for research skill at higher level.

LEARNING OUTCOMES

- Outline an understanding of key social research concepts, including research design, types of research, sampling methods, and data collection techniques. (C4,PLO1)
- Justifies the different qualitative and quantitative research methodologies, their advantages, limitations, and ethical implications, within the context of communication studies. (C5, PLO2)
- Construct a research project related to communication, including defining research questions, selecting appropriate methodologies, developing hypotheses, and planning data collection strategies. (P5, PLO3)

TOPICS

TOPIC	TITLE
1	Introduction to Social Research <ul style="list-style-type: none">• Overview of research methods• Objectives of social research• Types of research (exploratory, descriptive, explanatory).
2	The Research process <ul style="list-style-type: none">• Steps in conducting research• Identifying research problems• Formulating research questions and hypotheses.
3	Ethics in Social Research <ul style="list-style-type: none">• Ethics in Social Research, the principles and specific ethical problems.• Ethics in Data Analysis and reporting.• Ethics in online research.• Case studies on ethical dilemmas.

TOPIC	TITLE
4	Sampling <ul style="list-style-type: none"> • Population and Sample • Sampling Procedure • Sample size • Sampling error
5	Quantitative Research Methods <ul style="list-style-type: none"> • The nature of Quantitative Research • Aims and philosophy of Quantitative Research • Types of Quantitative Research • Survey Research – Uses, Advantages and disadvantages • Experimental Research - Uses, Advantages and disadvantages • Content Analysis - Uses, Advantages and disadvantages
6	Qualitative Research Methods <ul style="list-style-type: none"> • The nature of Qualitative Research • Aims and philosophy of Qualitative Research • Types of Qualitative Research • Field observations – Uses, characteristic, advantages and disadvantages • Focus group - Uses, characteristic, advantages and disadvantages • Case studies - Uses, characteristic, advantages and disadvantages • Ethnography - Uses, characteristic, advantages and disadvantages • Qualitative Content Analysis - Uses, characteristic, advantages and disadvantages
7	Measurement and Variables <ul style="list-style-type: none"> • Types of variables • Scales of measurement • Reliability, and validity.
8	Designing Research Instruments <ul style="list-style-type: none"> • Steps in Designing Research Instruments • Questionnaire Design • Reliability and Validity in Instrument Design • Pretesting and Pilot Testing

TOPIC	TITLE
9	<p>Data Collection and Management</p> <ul style="list-style-type: none"> • Techniques for Data Collection • Managing and Organizing Data • Ethical Considerations in Data Collection and Management
10	<p>Analyzing Quantitative Data</p> <ul style="list-style-type: none"> • Introduction to statistical analysis, using software (e.g., SPSS, Excel), interpreting results. • Descriptive Statistics: Analysis, Interpretation and Report Writing • Inferential Statistics: Hypothesis Testing, Interpretation and Report Writing • Correlation
11	<p>Analysing Qualitative Data</p> <ul style="list-style-type: none"> • Thematic analysis • Coding techniques • Analysis using software (e.g., NVivo).
12	<p>Research Application in Newspaper, Magazines and Electronic Media</p> <ul style="list-style-type: none"> • Background and types of research in Newspaper and Magazines research. • Website usability research. • Background research in Electronic Media • Rating and non-rating research in electronic media
13	<p>Research Application in Advertising and Public Relations</p> <ul style="list-style-type: none"> • Copy testing and Media Research • Advertising Research and the Internet • Types of Public Relations Research • Public Relations Research: The Internet and Social Media
14	<p>Research Report Writing and Presenting Research</p> <ul style="list-style-type: none"> • Academic Writing Guidelines • Writing the Qualitative Research • Writing the Quantitative Research

ASSESSMENT DETAILS

Coursework 100%

PRESCRIBED TEXT

- Croucher, S. M., & Cronn-Mills, D. (2018). Understanding Communication Research Methods : A Theoretical and Practical Approach. London: Taylor & Francis Ltd

ADDITIONAL REFERENCE

- Robson, C (2002). Real world research. USA: Blackwell

MCH2114 Advertising

PRE-REQUISITE(s)

No pre-requisite is required.

CREDIT HOURS

4

SYNOPSIS

This course aims at developing an understanding in advertising principles and practice. Students will learn the components involved in the advertising practice, namely, strategic planning, creative and media. Students will obtain the understanding on how to develop advertising proposal base on standard industry brief.

LEARNING OUTCOMES

- Identify the role and functions of advertising and how it integrates with other form of communication. (A4, PLO1)
- Differentiate the various disciplines, components and media functions related to advertising. (A3, PLO2)
- Analyse advertising effects and impact on individual, society and consumer behaviour. (C4, PLO8)

TOPICS

TOPIC	TITLE
1	Brief on the course requirement Introduction to Advertising <ul style="list-style-type: none">• Advertising definition. Advertising components. Types of advertising.
2	Advertising Roles in Marketing <ul style="list-style-type: none">• Key concepts in marketing. Branding. Key players and markets. Marketing process. Marketing Mix.
3	Advertising Roles in Society <ul style="list-style-type: none">• Advertising laws and regulations. Advertising ethics.
4	The Consumer Audience <ul style="list-style-type: none">• Consumer Behavior. Consumer Decision Making. Social & Cultural Influences. Psychological Influences.
5	Strategic Research & Planning <ul style="list-style-type: none">• Types of Research. Consumer Research. Uses of Research.

TOPIC	TITLE
6	Audiences and Media Planning <ul style="list-style-type: none"> • Types of media. Understanding media audiences. Media audience measurements. Media planning
7	Advertising for Print & Broadcast Media <ul style="list-style-type: none"> • Newspaper and magazine. Radio and television.
8	Advertising for Out-of-home and New Media <ul style="list-style-type: none"> • Billboard and transit. Shopping mall and cinema. Internet and mobile platform.
9	Creativity and Execution in Advertising <ul style="list-style-type: none"> • The creative functions. Copywriting. Art direction and production. How advertisement is developed and produced.
10	Other Integrated Communication <ul style="list-style-type: none"> • Direct response. Sales promotion, events and sponsorships. Public Relations.
11	Evaluating Advertising Effects and Effectiveness <ul style="list-style-type: none"> • Measuring and evaluating advertising campaign effectiveness.
12	Group Project Implementation
13	Group Project Presentation
14	Review of Lesson Learned

ASSESSMENT DETAILS

Coursework 100%

PRESCRIBED TEXT

- Moriarty, S., Mitchell, N. & Wells, W. Charles (2020). Advertising & IMC: principles & practice (What's new in Marketing). 11th Edition. Boston, Pearson.

ADDITIONAL REFERENCE

- Moriarty, S., Wells, W. & Mitchell, N. (2009). Advertising: principles & practice. Upper Saddle River, N.J: Pearson Prentice Hall.

MCH2124 Consumer Behaviour

PRE-REQUISITE(s)

No pre-requisite is required.

CREDIT HOURS

4

SYNOPSIS

Consumer Behavior explores how the examination and application of consumer behavior is central to the planning, development, and implementation of marketing strategies. To provide the student with an understanding of consumer behavior from a marketing, societal, and personal perspectives. To provide a working knowledge of the terminology and concepts of consumer research and consumer behavior. Also to look into the issues involved in the commercial application of consumer research. Consumer Behaviour focuses not only on what consumers buy, but also why they buy, when they buy, where they buy and how they evaluate their purchase, and how they ultimately dispose of it.

LEARNING OUTCOMES

- Outline understanding of key theories and concepts in consumer behavior. (C4,PLO1).
- Identify consumer behavior patterns and decision-making processes to evaluate their impact on marketing strategies and business outcomes. (C5,PLO2).
- Demonstrate ethical reasoning in addressing marketing challenges while considering cultural, social, and environmental sustainability. (A3, PLO11)

TOPICS

TOPIC	TITLE
1	Introduction to Consumer Behaviour <ul style="list-style-type: none">• Definition and importance of consumer behavior in marketing.• Evolution of consumer behavior studies.• The consumer decision-making process.
2	Consumer and Social Well-being <ul style="list-style-type: none">• Business ethics and consumer rights• Consumer rights and product satisfaction• Major policy issues relevant to consumer• The dark side of consumer behaviour
3	Consumer perceptions <ul style="list-style-type: none">• Consumer sensation• Stage of perception

TOPIC	TITLE
4	<p>Psychological Influences on Consumer Behaviour</p> <ul style="list-style-type: none"> • Learning theories • Consumer memory
5	<p>Consumer motivation and affect</p> <ul style="list-style-type: none"> • The motivation process • Affective response • Consumer involvement
6	<p>Self and consumer behavior</p> <ul style="list-style-type: none"> • Consumer self-concept and gender identification • Physical appearance considerations
7	<p>Personality and consumer behavior</p> <ul style="list-style-type: none"> • Theories of personality and their impact on purchasing behaviour. • Brand personality • Lifestyle, consumer identity and values
8	<p>Attitudes and Persuasive Communication</p> <ul style="list-style-type: none"> • The power of attitudes • The formation of consumer attitudes. • The role of persuasive communication in marketing.
9	<p>Consumer Decision-Making Process</p> <ul style="list-style-type: none"> • Problem recognition and information search. • Evaluation of alternatives and purchase decisions.
10	<p>Buying, using and disposing</p> <ul style="list-style-type: none"> • The situational effect on consumer behaviour • Consumer shopping experience • Post-purchase behaviour and customer satisfaction.
11	<p>Social Influences on Consumer Behavior</p> <ul style="list-style-type: none"> • The impact of family, peers, and reference groups. • Opinion leaders and influencers. • Social networks and their role in consumer decisions.

TOPIC	TITLE
12	Cultural and Subcultural Influences <ul style="list-style-type: none"> • Cultural values and norms in consumption. • Subcultures based on ethnicity, age, and other factors. • Cross-cultural consumer behaviour and global marketing strategies.
13	Consumer Behavior in the Digital Age <ul style="list-style-type: none"> • The impact of social media and e-commerce on consumer behavior. • User-generated content and participatory culture. • Behavioural targeting and personalisation in digital marketing.
14	Emerging Trends in Consumer Behaviour <ul style="list-style-type: none"> • The impact of AI and machine learning on consumer insights. • Sustainability and eco-conscious consumption. • Trends in experiential and omnichannel marketing.

ASSESSMENT DETAILS

Coursework 100%

PRESCRIBED TEXT

- Solomon, M. (2018). Consumer Behavior: Buying, Having, and Being. 12th Ed. Harlow, United Kingdom: Pearson Education Limited.

ADDITIONAL REFERENCE

- No pre-requisite is required.

MCH2204 Information Technology, Mass Media & Society

PRE-REQUISITE(s)

No pre-requisite is required.

CREDIT HOURS

4

SYNOPSIS

This course teaches the theoretical aspects of the media. It focuses on current media industries, issues and event from coverage of high-profile events to media criticism. It exposes students to the usage of technology and effect of mass media, how or why it has become the integral part of human life. Therefore, it provide an understanding of the role of mass media in the society, highlight the trigulate relationship between technology, media industry and the social world.

LEARNING OUTCOMES

- Analyse using system thining on the interrelationships between mass media usage and its effects on contemporary society, considering cultural, ethical, and sustainability perspectives. (C4, PLO1, MQF1)
- Display digital and media information literacy by creating engaging and purposeful social media content using appropriate tools and strategies." (A5, PLO6, MQF3d)
- Demonstrate ethical awareness and personal responsibility in evaluating mass media practices within a media-saturated society." (A3, PLO11, MQF5)

TOPICS

TOPIC	TITLE
1	Introduction to Information Technology and Mass Media <ul style="list-style-type: none">• Definitions and basic concepts of IT and mass media• Historical development of information technology and mass media• Overview of the impact of IT on society and media• Course objectives, expectations, and assessment methods
2	The Digital Revolution <ul style="list-style-type: none">• The transition from analog to digital media• Key milestones in the digital revolution• The convergence of telecommunications, computing, and broadcasting• Impact on traditional media industries
3	The Internet and New Media <ul style="list-style-type: none">• History and evolution of the internet• Characteristics and types of new media (social media, blogs, podcasts, etc.)• User-generated content and participatory culture• Case studies of significant new media platforms

TOPIC	TITLE
4	<p>Social Media and Communication</p> <ul style="list-style-type: none"> • Overview of social media platforms (Facebook, Twitter, Instagram, TikTok, etc.) • Impact on interpersonal and mass communication • Social media and identity formation • Issues of online behaviour and etiquette
5	<p>Information Technology and Society</p> <ul style="list-style-type: none"> • Role of IT in modern society • Impact of IT on various sectors (healthcare, education, business, etc.) • Digital divide: causes, consequences, and solutions • Case studies on IT-driven social change
6	<p>Mass Media and Public Opinion</p> <ul style="list-style-type: none"> • Theories of media influence (Agenda-setting, framing, priming) • Mass media's role in shaping public opinion and behaviour • Case studies of media influence on politics and society • Media manipulation and fake news
7	<p>Privacy and Security in the Digital Age</p> <ul style="list-style-type: none"> • Understanding digital privacy and cybersecurity • Common cybersecurity threats and protection strategies • Legal frameworks for data protection (GDPR, CCPA, etc.) • Ethical considerations in digital privacy
8	<p>Digital Literacy and Education</p> <ul style="list-style-type: none"> • Importance and components of digital literacy • Role of digital tools and resources in education • Online learning platforms (MOOCs, e-learning) and their effectiveness • Challenges and opportunities in digital education
9	<p>Media Ethics and Regulations</p> <ul style="list-style-type: none"> • Ethical issues in mass media and IT (privacy, copyright, misinformation) • Regulatory bodies and their role (FCC, FTC, etc.) • Case studies on ethical dilemmas in media and IT • International perspectives on media regulation

TOPIC	TITLE
10	<p>The Economics of Mass Media and IT</p> <ul style="list-style-type: none"> • Economic models in mass media (advertising, subscriptions, licensing) • The impact of digital technology on media economics • The rise of the gig economy and digital entrepreneurship • Case studies on media companies and their business models
11	<p>The Future of Journalism</p> <ul style="list-style-type: none"> • Evolution of journalism in the digital age • The role of citizen journalism and user-generated content • Challenges facing traditional journalism (trust, funding, competition) • Innovations in digital journalism (data journalism, immersive storytelling)
12	<p>Digital Entertainment and Culture</p> <ul style="list-style-type: none"> • Digital entertainment industries (streaming, gaming, virtual reality) • Cultural impact of digital media (globalization, cultural homogenization) • The role of IT in shaping contemporary culture and entertainment • Case studies on digital entertainment platforms
13	<p>Technological Innovations and Their Societal Impact</p> <ul style="list-style-type: none"> • Overview of emerging technologies (AI, VR, AR, IoT, blockchain) • Potential societal impacts of these technologies • Ethical and social considerations of technological advancements • Future trends and scenarios
14	<p>Technological Innovations and Their Societal Impact</p> <ul style="list-style-type: none"> • Overview of emerging technologies (AI, VR, AR, IoT, blockchain) • Potential societal impacts of these technologies • Ethical and social considerations of technological advancements • Future trends and scenarios

ASSESSMENT DETAILS

Coursework 100%

PRESCRIBED TEXT

- Media/Society: Technology, Industries, Content, and Users by David R. Croteau, William Hoynes, et al. | Jul 23, 2021

ADDITIONAL REFERENCE

- Hodkinson P. (2017). *Media, Culture and Society: An Introduction*. SAGE Publication Ltd. London, UK
- Sevignani, S. (18 Sep 2015). *Privacy and Capitalism in the Age of Social Media*. London, United Kingdom: Taylor & Francis Ltd
- Chu, D. (02 Sep 2014). *Frontiers in New Media Research*. London, United Kingdom: Taylor & Francis Ltd.
- Laruelle, M. (08 May 2018). *Mass Media in the Post-Soviet World: Market Forces, State Actors, and Political Manipulation in the Informational Environment after Communism*. Stuttgart, Germany: ibidem-Verlag, Jessica Haunschild u Christian Schon.

MCH2304 Communication in the Workplace

PRE-REQUISITE(s)

No pre-requisite is required.

CREDIT HOURS

4

SYNOPSIS

This course introduces students to key concepts, theories, and frameworks of organizational communication, emphasizing how communication operates within workplace structures and systems. Students will systematically analyze the fundamentals of organizational communication to build a strong theoretical foundation. They will evaluate communication strategies in interpersonal, team, and leadership contexts to propose effective solutions to workplace challenges. Through real-world engagement, such as interviews with industry professionals, students will develop self-awareness, ethical responsibility, and professionalism.

LEARNING OUTCOMES

- Analyse systematically the fundamentals of organizational communication using theories, concepts and frameworks. (C4, PLO1, MQF 1)
- Evaluate communication strategies to propose effective solutions in workplace team interactions. (C5, PLO 2, MQF 2)
- Demonstrate self awareness, ethical standards and professionalism through real-world workplace communication issues. (A3, PLO 11, MQF11)

TOPICS

TOPIC	TITLE
1	Introduction to Workplace Communication. <ul style="list-style-type: none">• Overview, organisational communication concepts, challenges, and communication competency.
2	Theoretical Perspectives in Organizational Communication <ul style="list-style-type: none">• Human relations, human resources, systems, cultural, and critical theories.
3	Communication Competency and Professional <ul style="list-style-type: none">• Emphasises self-awareness and workplace image.
4	Interpersonal Communication in the Workplace <ul style="list-style-type: none">• Listening, interpreting, relationship building, and self-esteem.
5	Team and Group Communication <ul style="list-style-type: none">• Problem-solving, groupthink, teamwork, and decision-making.

TOPIC	TITLE
6	Organizational Leadership and Influence <ul style="list-style-type: none"> Leadership communication, styles, and managing group dynamics.
7	Participation and Decision-Making in Organizations <ul style="list-style-type: none"> Models of decision-making and participative processes.
8	Socialisation and Culture in Organisations <ul style="list-style-type: none"> Merges socialisation processes with organisational culture and diversity.
9	Organizational Conflict and Resolution <ul style="list-style-type: none"> Conflict management models and communication strategies.
10	Emotional Intelligence and Well-being at Work <ul style="list-style-type: none"> Emotional expression, stress, burnout, and coping strategies.
11	Technology and Digital Communication <ul style="list-style-type: none"> Technology's impact on time management, identity, and communication effectiveness.
12	Ethical Communication and Organisational Values <ul style="list-style-type: none"> Discusses ethics, values, and responsible communication in organisations.
13	Intercultural Communication in Multicultural Workplaces <ul style="list-style-type: none"> (Malaysians, expats, foreigners): Expanded into a full chapter on intercultural competency.
14	Strategic Applications of Organizational Communication <ul style="list-style-type: none"> Strategic planning, audits, and real-world application of workplace communication skills.

ASSESSMENT DETAILS

Coursework 100%

PRESCRIBED TEXT

- Miller, K. & Barbour, J. (2025). *Organizational Communication: Approaches and Processes* |(8th ed.). Cengage.

ADDITIONAL REFERENCE

- Crossman, J. (2023). *Workplace Communication: Promoting Workplace Wellbeing and Interpersonal Relationships in Multicultural Contexts* (1st ed.). Routledge.
- Mikkola, L., & Valo, M. (2019). *Workplace Communication*. New York: Routledge.

MCH3016 Dissertation

PRE-REQUISITE(s)

No pre-requisite is required.

CREDIT HOURS

6

SYNOPSIS

This course offers students an opportunity to conduct independent communication research and write an honours thesis reporting their results. The program provides for close contact between students and thesis supervisors so that students can receive intensive guidance and assistance throughout their research and writing. The aim is to help students go through the process of conceptualization, study planning, data collection, analysis and writing, which is essential to excellence in the industries of advertising, public relations, broadcasting and digital media.

LEARNING OUTCOMES

- Propose research strategies using specific communication concepts and relevant theories to develop effective solutions and decisions in media and communication fields (C5, PLO2, MQF2)
- Display the ability to use media hardware and software related to media studies and mass communication fields. (A5,PLO6, MQF3d)
- Select the need for continuous lifelong learning in response to new developments and challenges in the media studies and mass communication industries. (A3,PLO, MQF4a)

TOPICS

TOPIC	TITLE
1	Introduction & Project Planning <ul style="list-style-type: none">• Overview of dissertation/project requirements, timelines, and assessment criteria• Introduction to research methods for creative and academic projects• Identifying a research problem or creative production idea• Setting personal project goals and scope
2	Literature Review & Background Study <ul style="list-style-type: none">• Locating, reviewing, and synthesizing relevant literature or case studies• Framing the theoretical background• Identifying research gaps or creative innovation opportunities• Drafting the literature review outline

TOPIC	TITLE
3	<p>Proposal Writing & Presentation</p> <ul style="list-style-type: none"> • Structuring the proposal (aims, objectives, research questions/hypothesis, methodology) • Planning project workflow (Gantt chart / timeline) • Peer review of proposals • Milestone 1: Submit and present proposal for feedback
4	<p>Research Methodology</p> <ul style="list-style-type: none"> • Qualitative, quantitative, and mixed methods approaches • Sampling, data collection, and ethical considerations • Designing research tools (interview guide, survey, observation checklist) • Approval for data collection
5	<p>Pre-Production / Initial Experimentation</p> <ul style="list-style-type: none"> • For academic dissertations: Detailed methodology documentation • For creative projects: Concept sketches, prototypes, or script drafts • Pilot testing of data collection instruments or creative techniques
6	<p>Data Collection / Asset Development I</p> <ul style="list-style-type: none"> • Conducting fieldwork, interviews, surveys, or archival research • Creative production: Filming, design, coding, photography, or content creation • Ongoing project journal/logbook updates
7	<p>Data Collection / Asset Development II</p> <ul style="list-style-type: none"> • Continuation of data gathering or creative production • Resolving technical or logistical challenges • Preliminary analysis of initial findings
8	<p>Mid-Project Review</p> <ul style="list-style-type: none"> • Progress presentation with supervisor/peers • Feedback on research progress or production quality • Milestone 2: Submit mid-progress report

TOPIC	TITLE
9	<p>Data Analysis / Refinement of Production</p> <ul style="list-style-type: none"> • Coding and thematic analysis (qualitative) or statistical analysis (quantitative) • Reviewing results against research questions or creative objectives • Refining creative outputs based on testing or critique
10	<p>Discussion & Interpretation</p> <ul style="list-style-type: none"> • Interpreting findings in context of literature review • Identifying implications, limitations, and contributions to the field • Linking creative work to theoretical frameworks
11	<p>Writing Draft Chapters / Assembling Final Work</p> <ul style="list-style-type: none"> • Drafting results, discussion, and conclusion chapters • For creative projects: Compiling production documentation, visual portfolio, or user manual • Incorporating supervisor feedback
12	<p>Final Draft & Proofreading</p> <ul style="list-style-type: none"> • Refining writing style, structure, and references • Checking formatting according to institutional guidelines • Peer proofreading and supervisor review
13	<p>Final Presentation Preparation</p> <ul style="list-style-type: none"> • Creating slides, visual aids, or demonstration materials
14	<p>Submission & Defense</p> <ul style="list-style-type: none"> • Milestone 3: Submit dissertation/project report & creative work • Conduct viva voce / final presentation

ASSESSMENT DETAILS

Coursework 100%

PREScribed TEXT

- Association, A. P. (2019, December 1). Concise Guide to APA Style. American Psychological Association (APA).

ADDITIONAL REFERENCE

- Lynn, S. J. (2016). *Texts and Contexts: Writing About Literature with Critical Theory* (7th Ed.), Pearson
- Clark, R. P. (20018). *Writing Tools, 55 Essential Strategies for Every Writer*, Little, Brown and Company

MCH3034 Media Planning

PRE-REQUISITE(s)

No pre-requisite is required.

CREDIT HOURS

4

SYNOPSIS

This course requires students to create a full-fledged media planning campaign and understand how to analyse media rates, media profiling and measurement. Students will be equipped with activities like the research, rate cards, competitive analysis and understanding of the target audience followed by how to craft and produce media planning flowchart.

LEARNING OUTCOMES

- Analyse systematically advance knowledge related to the media plan and media flowchart strategies in accordance to advertising campaign. (C1,PLO1,MQF1))
- Assume responsibility for effective teamwork and anticipatory thinking in media selection process, media measurement and evaluation methods used in estimating, buying and planning. (A3,PLO4,MQF3B))
- Adopt ethical standard, professionalism and self awareness in media planning and advertising campaign. (A3,PLO11,MQFC5)

TOPICS

TOPIC	TITLE
1	Brief on the course requirement <ul style="list-style-type: none">• Introduction to Media Planning• Definition of media planning.• The role of media planning in advertising and marketing communication.• Relationship between advertisers, media, advertising and consumers
2	Media Classes and Evaluation Traditional Media <ul style="list-style-type: none">• Print media (newspaper and magazine).• Broadcast media (radio and television).• Out-of-home media (Billboard, cinema, shopping mall and transit)
3	Media Classes and Evaluation – New Media <ul style="list-style-type: none">• Internet (web, blog, online news portal, search engines and social media).• Mobile devices

TOPIC	TITLE
4	<p>Writing Media Plan Proposal</p> <ul style="list-style-type: none"> • Media objectives. Competitive analysis. • Target audience analysis. • Media habits
5	<p>Writing Media Plan Proposal (cont.)</p> <ul style="list-style-type: none"> • Media selection rationale. • Media strategy. • Flowchart and budget
6	<p>Measurements – How Media Vehicles are Measured</p> <ul style="list-style-type: none"> • GRPs and Gross Impressions. Cost per 1000 impressions (CPM). • Print media; Circulation, Readership and Readership Profiles
7	<p>Measurements – How Media Vehicles are Measured (cont.)</p> <ul style="list-style-type: none"> • Broadcast media; Ratings and Share. • Outdoor/Out-of-home media • Opportunities to see (OTS). • Internet.
8	<p>Media Strategy Planning</p> <ul style="list-style-type: none"> • Target audience selection. • Understanding target audience media habits • Where and when to advertise
9	<p>Media Strategy Planning (cont.)</p> <ul style="list-style-type: none"> • Geographic weighting. • Reach and Frequency. Scheduling
10	<p>Evaluating and Selecting Media Vehicles</p> <ul style="list-style-type: none"> • Determining media values. • Target reach, composition and cost efficiency. • Media buying problems

TOPIC	TITLE
11	Media Planning Budget <ul style="list-style-type: none"> • Understanding media rate cards and calculating media costs. • Setting a budget based on media selection and media strategy. • Flowchart and timeline
12	Media Planning Proposal <ul style="list-style-type: none"> • Media Objectives and Strategies
13	Media Flowcharts - <ul style="list-style-type: none"> • TV/Radio Spots, Newspapers and Magazines Insertions, Other Media
14	Media Proposal Tips

ASSESSMENT DETAILS

Coursework 100%

PRESCRIBED TEXT

- References: (include required and further readings, and should be the most current): Blokdyk G (2021). Media Planning A Complete Guide - 2020 Edition. Amazon

ADDITIONAL REFERENCE

- Webster J. G., Phalen, P. F. and Lichty, L. W. (2014). Rating Analysis: Audience Measurement and Analytics. 4th ed. New York: Taylor & Francis.
- Katz, H. (2017). The media handbook: a complete guide to advertising media selection, planning, research, and buying. New York: Routledge, Taylor & Francis Group.

MCH3054 Social Media and Mobile Marketing

PRE-REQUISITE(s)

No pre-requisite is required.

CREDIT HOURS

4

SYNOPSIS

This course is offered as a professional elective course in the final year. It examines direct marketing and its fastest-growing form: digital marketing (online, social media, and mobile marketing). Today, spurred by the surge in internet usage and buying, and the rapid advances in digital technologies – smartphones, tablets, and other digital devices – there is a dramatic transformation in online marketing. Thus, students need to comprehend the world that rapidly going online, social, and mobile. Most brands – small and large – have now built their own websites, offering them easy access to the millions of online community's world-of-Web potential.

LEARNING OUTCOMES

- Propose ideas using key concepts, theories, and frameworks for effective solutions and decisions in social media and mobile marketing, and their roles in contemporary media (C2, PLO2, MQF 2)
- Exhibit proficiency in content creation software and media information literacy to produce engaging multimedia content for various social media platforms (P4, PLO6,MQF6)
- Organise a comprehensive plan to conceptualise industry-related social media and mobile marketing strategies tailored to potential stakeholders, investors, or clients (P3, PLO3, MQF3)

TOPICS

TOPIC	TITLE
1	Brief on the course requirements <ul style="list-style-type: none">Introduction to Social Media and Mobile MarketingConcept of Social Media and Mobile MarketingEvolution of social media and mobile marketingImportance and relevance in today's marketing landscape
2	Understanding social media landscape <ul style="list-style-type: none">Features and algorithms of platforms like Facebook, Instagram, Twitter, TikTok, LinkedIn.Understanding audience demographics and behaviorSegmentation and Targeting for Social Media MarketingPlatform-specific marketing techniques

TOPIC	TITLE
3	<p>Consumer Behavior in the Digital Age</p> <ul style="list-style-type: none"> • Digital consumer psychology. • Influencer marketing and peer influence. • The impact of mobile devices on consumer behaviour.
4	<p>Content Creation and Storytelling</p> <ul style="list-style-type: none"> • Crafting compelling content for social media and mobile platforms. • Visual storytelling, video marketing, and interactive content.
5	<p>Social Media Advertising</p> <ul style="list-style-type: none"> • Paid and organic marketing strategies • Ad formats, targeting, and budgeting. • Best practices for optimising social ads
6	<p>Mobile Marketing Essentials</p> <ul style="list-style-type: none"> • Mobile-friendly websites and apps • SMS and push notification marketing • Location-based and proximity marketing.
7	<p>Tools for Social Media and Mobile Marketing</p> <ul style="list-style-type: none"> • Analytics tools (Google Analytics, Facebook Insights). • Social media management tools (Hootsuite, Buffer). • Mobile marketing platforms.
8	<p>Ethics and Legal Issues in Digital Marketing</p> <ul style="list-style-type: none"> • Privacy and data protection regulations • Transparency and consumer trust • Ethical dilemmas in social and mobile marketing
9	<p>Emerging Trends in Social Media and Mobile Marketing</p> <ul style="list-style-type: none"> • Leveraging AI and Machine Learning for Campaign Optimization • Integration of Chatbots and Conversational Marketing • AR/VR in Social Media Campaigns • Utilising Social Commerce Features for Campaigns

TOPIC	TITLE
10	Influencer and User-Generated Content (UGC) Marketing <ul style="list-style-type: none"> • Working with influencers • Encouraging and leveraging UGC • Ethical considerations in influencer collaborations
11	Integrated Campaign Strategies <ul style="list-style-type: none"> • Combining social media, mobile, and traditional media • Ensuring consistency across platforms • Case studies of successful integrated campaigns
12	Campaign Planning and Strategy <ul style="list-style-type: none"> • Creating social media and mobile marketing plan. • Budgeting and Resource Allocation • Timeline and Workflow Management • Crafting Campaign Prototypes and Mockups
13	Campaign Execution and Monitoring <ul style="list-style-type: none"> • Launching campaigns • Real-time monitoring and adjustments • Managing Crisis and Feedback During Execution
14	Campaign Execution and Monitoring <ul style="list-style-type: none"> • Launching campaigns • Real-time monitoring and adjustments • Managing Crisis and Feedback During Execution

ASSESSMENT DETAILS

Coursework 100%

PRESCRIBED TEXT

- Zimmerman, J. and Ng, D. (2021). Social Media Marketing 5th Generation. New Jersey: John Wiley & Sons, Inc.

ADDITIONAL REFERENCE

- Rowles, D. (2017). Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Consumers and Advertising. London: Kogan Page Ltd.
- Ryan, D. (2014). Understanding Digital Marketing: Marketing, Strategies for Engaging the Digital Generation. London: Kogan Page.
- Tracy L. T. and Solomon, M. R. (2018). Social Media Marketing (3rd ed.) London: SAGE Publications Ltd
- Macarthy, Andrew, (2018). 500 Social Marketing Tips. Online publication: <http://www.andrewmacarthy.com>

MCH3078 Industrial Training

PRE-REQUISITE(s)

No pre-requisite is required.

CREDIT HOURS

6

SYNOPSIS

This course provides practical industry exposure to bridge the gap between academic learning and professional practice. It equips students with real-world skills, workplace experience, and professional discipline essential for their career development. Students will undertake a 14-week placement in an organization relevant to their field of study. Under the supervision of an industry mentor and a faculty coordinator, students will gain hands-on experience aligned with their academic training. Evaluation will be based on a supervisor's evaluation, industrial training written report, a video presentation and a logbook detailing weekly activities.

LEARNING OUTCOMES

- Display digital and media information literacy by effectively documenting and presenting weekly industrial training experiences through a professional video presentation. (A5, PLO6, MQFC3D)
- Apply appropriate leadership approaches and integrated problem-solving skills when working within diverse teams and professional environments during industrial training. (A4, PLO8, MQFC3F)
- Adopt ethical standards and demonstrate professionalism in performing assigned tasks during industrial training, in alignment with workplace practices in media and communication fields. (A3, PLO11, MQFC5)

TOPICS

TOPIC	TITLE
1	<ul style="list-style-type: none">• Brief on the internship requirement. Discussion with academic coordinator prior to meeting workplace supervisor.
2	<ul style="list-style-type: none">• Internship at the workplace. Workplace supervisor guides intern on tasks and oversees performance.
3	<ul style="list-style-type: none">• Internship at the workplace. Workplace supervisor guides intern on tasks and oversees performance.
4	<ul style="list-style-type: none">• Internship at the workplace. Workplace supervisor guides intern on tasks and oversees performance.

TOPIC	TITLE
5	<ul style="list-style-type: none"> • Internship at the workplace. Workplace supervisor guides intern on tasks and oversees performance.
6	<ul style="list-style-type: none"> • Internship at the workplace. Workplace supervisor guides intern on tasks and oversees performance.
7	<ul style="list-style-type: none"> • Internship at the workplace. Workplace supervisor guides intern on tasks and oversees performance.
8	<ul style="list-style-type: none"> • Internship at the workplace. Workplace supervisor guides intern on tasks and oversees performance.
9	<ul style="list-style-type: none"> • Internship at the workplace. Workplace supervisor guides intern on tasks and oversees performance.
10	<ul style="list-style-type: none"> • Internship at the workplace. Workplace supervisor guides intern on tasks and oversees performance.
11	<ul style="list-style-type: none"> • Internship at the workplace. Workplace supervisor guides intern on tasks and oversees performance.
12	<ul style="list-style-type: none"> • Internship at the workplace. Workplace supervisor guides intern on tasks and oversees performance.
13	<ul style="list-style-type: none"> • Internship at the workplace. Workplace supervisor guides intern on tasks and oversees performance.
14	<ul style="list-style-type: none"> • Internship at the workplace. Submission of internship report.

ASSESSMENT DETAILS

Coursework 100%

PRESCRIBED TEXT

- Faculty of Arts & Communication, HELP University Internship Report Writing Guidelines
Sample copies of letter seeking internship placement and acknowledgement of acceptance

ADDITIONAL REFERENCE

- No pre-requisite is required.

MCH3104 Advertising Copywriting

PRE-REQUISITE(s)

No pre-requisite is required.

CREDIT HOURS

3

SYNOPSIS

This course discusses the art and practice of copywriting. Students will learn copywriting techniques for various advertisement formats and applications. It also provides a solid grasp of fundamentals and provides a structure for understanding the traditional vs non traditional use and practices of advertising in the current scenario. Students will be challenged to use their critical/creative skills in all aspects of Advertising and Creativity.

LEARNING OUTCOMES

- Analyse systematically advanced knowledge related to creative advertising and related fields of integrated marketing communication. (C4,PLO1,MQF1)
- Assume responsibility for effective teamwork and anticipatory thinking in advertising copywriting and branding. (A3,PLO4,MQF3B)
- Adopt ethical standards, professionalism, and self-awareness in creative advertising copywriting and promotions. (A3, PLO11,MQFC5)

TOPICS

TOPIC	TITLE
1	Introduction to Advertising <ul style="list-style-type: none">• Modern Advertising• New Media
2	Branding <ul style="list-style-type: none">• Image• Identity
3	What is Copywriting <ul style="list-style-type: none">• USP
4	Generating Ideas <ul style="list-style-type: none">• Headline Types & Positions• Research into Consumer Needs• Matching Needs to Brand Benefits
5	Body Copy <ul style="list-style-type: none">• Tagline/Slogan• Call-for-Action

TOPIC	TITLE
6	Writing for Print <ul style="list-style-type: none"> • Types of Newspaper Ad • Magazine
7	Writing for Radio <ul style="list-style-type: none"> • Jingles
8	Writing for TV <ul style="list-style-type: none"> • TV Commercial
9	Writing for Digital Marketing <ul style="list-style-type: none"> • Writing for OOH Advertising
10	Advertising Appeals <ul style="list-style-type: none"> • Humour • Emotional • Slice of Life
11	Creative Execution <ul style="list-style-type: none"> • Creative Strategy
12	Copywriting Project Implementation
13	Presentation Skills
14	Copywriting Overview Review of Lessons Learned

ASSESSMENT DETAILS

Coursework 100%

PRESCRIBED TEXT

- Robert W.Bly (2020), The Copywriter's Handbook: A Step-by-Step Guide to Writing Copy That Sells (4th Edition), Holts Paperbacks (under purchase by Library)

ADDITIONAL REFERENCE

- Sorrentino, M. (2014). Creative Advertising : An Introduction. London: Laurence King Publishing.
- Moriarty, Mitchell and Wells (2014), Advertising & IMC: Principles and Practice, 10th Edition, New Jersey, Pearson Education Inc.
- Victor O. Schwab (2015), How to Write a Good Advertisement, Martino Publishing.

MCH3114 Creative Advertising Strategies

PRE-REQUISITE(s)

No pre-requisite is required.

CREDIT HOURS

4

SYNOPSIS

This course requires students to be creative and be able to produce effective advertisements. Students will learn to develop creative advertising work and understand the advantages and limitations that each medium has. Students will develop industry standard creative advertising campaign for electronic media, print media, social media and outdoor advertising.

LEARNING OUTCOMES

- Analyse systematically advanced knowledge related to creative advertising and related fields of integrated marketing communication. (C4,PLO1,MQF1)
- Assume responsibility for effective teamwork and anticipatory thinking in creative advertising and integrated marketing communication. (A3,PLO4,MQF3B)
- Adopt ethical standards, professionalism, and self-awareness in creative advertising and promotions. (A3, PLO11,MQFC5)

TOPICS

TOPIC	TITLE
1	Introduction to the Course <ul style="list-style-type: none">• Creativity Defined• Media: The New Creative Inspiration• Creativity: Unexpected but Relevant• Selling Messages
2	Branding: Identity and Image Strategy <ul style="list-style-type: none">• Branding Defined• Brand Identity Elements• Protecting Brand Identity• The Identity Strategy
3	Diversity: Targeting an Ever-Changing Marketplace <ul style="list-style-type: none">• Other markets• The 50-Plus Market• Ethnic Minorities• People with Disabilities

TOPIC	TITLE
4	<p>The Basis For Effective Creative Work</p> <ul style="list-style-type: none"> • Conduct Primary Research • Steps in Process • Dig into Secondary Sources • Interpret Data
5	<p>Strategy: Creative Team</p> <ul style="list-style-type: none"> • Creative Brief • Linking Strategy with Thinking • Checklist
6	<p>Ideas: The Currency of the 21st Century</p> <ul style="list-style-type: none"> • The Big Idea • Campaign Theme • From One Idea to Many Ideas • Guideline for Brainstorming
7	<p>Connecting To Consumers</p> <ul style="list-style-type: none"> • Headlines, Bodycopy • Copywriting • Guidelines and Checklist for Effective Copy
8	<p>Layouts: Designing To Communicate</p> <ul style="list-style-type: none"> • Function & Principles of Design • Basic Ad Layouts • Writing for Print • Designing Outdoor and Transit Ads
9	<p>Radio</p> <ul style="list-style-type: none"> • Why Radio? • Approaches to Radio Commercials • Script Format • Checklist
10	<p>Television</p> <ul style="list-style-type: none"> • Sight, Sound and Motion • Format TV Commercials • Script Format • Music and Sound Effect
11	<p>Pre Production Production Post Production</p>

TOPIC	TITLE
12	Sponsorships <ul style="list-style-type: none"> • Product Placement • Guerilla Marketing
13	Below-the-line Ads
14	Specialty Ads

ASSESSMENT DETAILS

Coursework 100%

PRESCRIBED TEXT

- Advertising Creative: Strategy, Copy, and Design by Tom Altstiel, Jean M. Grow, et al. | Feb 5, 2019

ADDITIONAL REFERENCE

- Avery J. and Yount D. (2015), Advertising Campaign Planning: Developing an Advertising-Based Marketing Plan. 5th Edition, Amazon

MCH3124 Advertising Campaign

PRE-REQUISITE(s)

No pre-requisite is required.

CREDIT HOURS

4

SYNOPSIS

This course requires students to propose a full-fledged advertising campaign. Students will be equipped with behind the scenes activities like research, situation analysis, creative, media and also understanding of the target market and budget followed by how to craft and produce the advertisements for the campaign.

LEARNING OUTCOMES

- Critically evaluate and synthesize advertising campaign ideas using communication theories and sustainable marketing principles to develop ethical, environmentally-conscious solutions that address societal needs and promote responsible consumption patterns (PLO2, C5, MQF2)
- Demonstrate collaborative leadership and ethical decision-making skills while working effectively in diverse teams to create inclusive advertising campaigns that promote social equity, environmental awareness, and sustainable business practices (PLO8, A5, MQF5)
- Design and implement innovative entrepreneurial ventures in the advertising industry that integrate circular economy principles, social responsibility, and environmental stewardship to create sustainable business models for long-term societal benefit (PLO10, A4, MQF8)

TOPICS

TOPIC	TITLE
1	Introduction to Course <ul style="list-style-type: none">• Advertising Overview• Advertising in Malaysia
2	How Advertising Works <ul style="list-style-type: none">• Marketing Mix• SWOT Analysis
3	Strategic Research <ul style="list-style-type: none">• Consumer Research• Product Research• Target Audience
4	Advertising Campaign Plan <ul style="list-style-type: none">• Objectives• Strategies

TOPIC	TITLE
5	Advertising Media Strategies <ul style="list-style-type: none"> • Developing Media Strategies matching Media • Objectives to Strategies
6	Other Supporting Marketing Communication Tools <ul style="list-style-type: none"> • Sales Promos • Events • Public Relations • IMC
7	Media Strategy and Selection <ul style="list-style-type: none"> • Broadcast • Print
8	Media Strategy and Selection <ul style="list-style-type: none"> • New Media
9	Outdoor Advertising
10	Advertising Campaign Project <ul style="list-style-type: none"> • Client's Brief • Brainstorm
11	Generating Ideas
12	Digital Marketing
13	Below-the-line Ads <ul style="list-style-type: none"> • Poster, Merchandising Items
14	Presentation Skills

ASSESSMENT DETAILS

Coursework 100%

PRESCRIBED TEXT

- Moriarty, Mitchell, Wells, Wood(2020), Advertising & IMC: Principles and Practice (What's New in Marketing)., 11th Edition, New Jersey, Pearson Education Inc

ADDITIONAL REFERENCE

- Nicholas Holm (2016), Advertising and Consumer Society : A Critical Introduction, Palgrave MacMillan
- Jim Avery and Debbie Yount (2015), Advertising Campaign Planning: Developing an Advertising-Based Marketing Plan, 5th Edition, Amazon

COM3301 Introduction to Animation Technique

PRE-REQUISITE(s)

No pre-requisite is required.

CREDIT HOURS

3

SYNOPSIS

This course delves into the art of animation, encompassing traditional, experimental, and digital approaches to 2D and 3D animation. It examines contemporary animation techniques and genres, emphasizing various visual styles and methods in animation, time-based media, digital video, and digital compositing. The syllabus includes an exploration of the animation process from pre-production to post-production, alongside a study of animation history to provide insight into its evolution from early motion techniques to the advancements in digital media. Designed to acquaint students with current issues in the animation industry both in Malaysia and globally, the course balances theoretical concepts with practical, hands-on classroom activities.

LEARNING OUTCOMES

- Describe the different types of animation techniques and the basic idea of how an animated content is created. (PLO1, C2)
- Perform the knowledge of different techniques in animation within the broadcasting industry. (PLO2, P3)
- Demonstrate teamwork skills related to animation production project. (PLO5, A3)

TOPICS

TOPIC	TITLE
1	COURSE INTRODUCTION AND REQUIREMENTS BRIEFING <ul style="list-style-type: none">• Definition and uses of Animation• Origins of Animation• Techniques in Animation• Major players in the animation industry• Animation: The Next Dimension
2	HISTORY OF ANIMATION IN WESTERN AND ASIAN PERSPECTIVES <ul style="list-style-type: none">• The World History of Animation• European History of Animation• Asia History of Animation• Malaysia History of Animation
3	PRINCIPLES OF ANIMATION <ul style="list-style-type: none">• 12 old Men of Disney• Character Animation• The 12 Principles of Animation

TOPIC	TITLE
4	ANIMATION PRE-PRODUCTION PROCESS I <ul style="list-style-type: none"> • Pre-Production Process in Animation • The 10 steps in Pre-Production
5	ANIMATION PRE-PRODUCTION PROCESS II <ul style="list-style-type: none"> • Character Development and Design • Set and background Design
6	PRODUCTION OF ANIMATION I <ul style="list-style-type: none"> • Introduction to iClone User Interface • Timeline, Props and Characters • Object Movement and Manipulation • Characters in iClone • Character Content
7	PRODUCTION OF ANIMATION II <ul style="list-style-type: none"> • Character Customization and Types • Facial Animation • Motions in iClone • Motion Puppet • Using Paths
8	PRODUCTION OF ANIMATION III <ul style="list-style-type: none"> • Introduction to Props and Environment • Prop Movement and Manipulation • Prop Content • Camera Navigation • Introduction to Substance Materials • Basics of Rigid Body Physics
9	PRODUCTION FOR ANIMATION IV <ul style="list-style-type: none"> • Render and Output • Types of Shot • Continuity • Shot Design
10	POST-PRODUCTION FOR ANIMATION I <ul style="list-style-type: none"> • Visual Editing for Animation • Editing Animation: Theory and Practice

TOPIC	TITLE
11	POST-PRODUCTION FOR ANIMATION II <ul style="list-style-type: none"> • Sound in Production and Post-Production • Sound Design • Foley • Sound Editing • The Mix
12	POST-PRODUCTION FOR ANIMATION III <ul style="list-style-type: none"> • Compositing for Animation • Compositing CGI • Visual Effects
13	POST-PRODUCTION FOR ANIMATION IV <ul style="list-style-type: none"> • Promotion and Marketing Creative Product • Selling your Animation • Grants and Funding
14	ANIMATION EVENT (Screening) <ul style="list-style-type: none"> • Animation Screening and Creative Talk

ASSESSMENT DETAILS

Coursework 100%

PRESCRIBED TEXT

- Labrecque, J., & Shukla, A. (2021). Mastering Adobe Animate 2021. Packt Publishing Ltd.
- Cruz, A., Valladares, J. (2024). An Introduction to Animation Basics. Amazon Digital Services LLC - Kdp

ADDITIONAL REFERENCE

- No pre-requisite is required.