FACULTY OF COMMUNICATION, MEDIA & CREATIVE INDUSTRIES

Diploma in Communication
&
Bachelor of Communication (Hons)

Program Handbook
2025
(updated August 2025)

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Faculty of Communication, Media and Creative Industry (FCMCI)

1.1 Welcome Note from the Head of Department

Dear Communication students,

Welcome to HELP University and the Faculty of Communication, Media and Creative Industry (FCMCI). You have made a good decision to earn an undergraduate degree in communication which is an exciting and rapidly growing area of study in the twenty-first century. Employment opportunities in this area of study are vast and constantly growing in Malaysia and in the region, if not worldwide, especially in developing nations. Up until now, the many hardworking professionals in the fields of media, public relations and advertising have brought with them a diverse array of academic qualifications. The job trained them as they went along.

Today, this landscape is changing rapidly especially when these areas of communication began to expand and demands from target audiences became more sophisticated. Employers are forced to deliver near perfect services immediately. There is no time to train new employees especially fresh graduates. Employers today expect new staff to start on the job literally running. There is no learning curve or time for that. Employers expect new employees to come equipped with enough background knowledge to deliver at the onset.

HELP University's bachelor's degree in communication prepares its graduates with exactly what prospective employers' demand and expect – strong grounding in the area of communication one chooses to specialize in. Be it media, public relations or marketing communication, all your coursework contains components of case studies supported with assignments which ask of you to propose creative and well thought out solutions. "But I have never worked before, so how would I know what solutions to propose" you may ask. The answer is plain and simple. Communication is about inventing and creating, without being clouded by predisposed ideas. Then communicate - sell and convince your audience that your idea works and give them reasons to allow you to implement your ideas. Minimize your audiences' doubts and persuade them that your idea makes sense and is viable.

So, don't hold back. Think out of the box, be creative, put your mind in your course work and assignments. By the time you complete your course work, you would have a personal collection of the many great ideas you have come up with which someday your employer will appreciate. You are even able to sell these ideas at your very first job interview. Prospective employers will find it hard not to give you a "shot at the job," sounds like "you are hired."

Best Wishes,

Faculty of Communication, Media and Creative Industry (FCMCI

1.2 Introduction to Faculty of Communication, Media and Creative Industry (FCMCI)

Ever since its inception in 1986 to provide greater opportunities for affordable quality education, HELP University has developed into a leading institution of higher learning in Malaysia with a firmly established international reputation among universities, research organizations, scholars, businesses and corporate leaders and governments in Asia Pacific, Europe and North America. Since its founding days, HELP University has been an innovator in providing quality educational opportunities with special emphasis on programs addressing current and emerging needs in society.

The Faculty of Communication, Media and Creative Industry (FCMCI) had its humble origin in the Department of American Degree Program as part of its liberal arts and sciences curricula. In January 2006, the Faculty of Humanities and Social Sciences was instituted. Recognising the need for growth and meeting the requirement of the industry for greater professionalism and skills, in February 2009, the Department of Communication was established and resided under the Faculty of Humanities and Social Sciences.

As the Department of Communication grew in popularity and was supported by a greater student number, it was further upgraded to a Faculty in September 2014. In July 2019, we were renamed as the Faculty of Communication, Media and Creative Industry (FCMCI) with the aim of blending in more performing arts to our existing communication studies. With its transformation, the Faculty of Communication, Media and Creative Industry (FCMCI) aim to strengthen its existing programmes, making them innovative and relevant to the industry.

The Faculty of Communication, Media and Creative Industry (FCMCI) will further strengthen its collaboration with the government, business, local and foreign universities, and society at large. The faculty academic staff will ensure students gain professional growth and personal enrichment in an environment that inspires them to achieve their personal best.

1.3 Program Offered

1.3.1 Diploma in Communication

Pursuing a Diploma in Communication will open a wide career scope as opportunities for further studies in multiple communication disciplines such as journalism, filmmaking, designing, public relations and marketing communication. With small class sizes for better focus, the course is designed to lay out the foundation for our students in critical thinking and creativity. Upon successful completion of the Diploma in Communication, a pathway to HELP University's Bachelor of Communication (Hons) with a choice of three majors (Media Studies, Public Relations and Marketing Communication) is made available to students. Selected subjects are also credited to the degree thereby shortening the duration of the student's bachelor studies.

The Diploma in Communication programme seeks to:

Programme Education Objective (PEO) for Diploma in Communication	
PEO 1	Practitioners who can analyse in-depth knowledge and display a strong culture of quality and leadership through the appreciation of media and communication concepts, theories and applications, specifically focusing on the media and communication industry.
PEO 2	Practitioners who execute innovative strategies and provide ethical solutions through learning experiences that enhance career developments through changing and emerging digital media and communication technologies, policies, and structures.
PEO 3	Practitioners who use integrated research-led interpersonal and communication skills to effectively solve media industry and community problems.
PEO 4	Practitioners who can adapt success with stakeholders and communities for lifelong learning and entrepreneurial skills in achieving successful academic and career advancement in relevant industries.

Upon completing the Programme, students 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

1.3.2 Bachelor's in communication (Honours)

The Bachelor of Communication with Honours is a three-year degree program that emphasizes the broad-based knowledge and practical application in contemporary settings of the communication industry.

Given the rather wide discipline of Communication, some degree of specialization is expected of graduate. This program takes selected areas of specialization beyond mere textbooks and lectures to the practical applications of Mass Communication in the real life.

From the many possible specializations in the field of Communication, this Bachelor of Communication program focuses on three areas.

1.3.2.1 Media Studies

Students who have a keen interest in pursuing a career in film, television, print, or digital communication will find this specialisation well-suited to their academic and professional aspirations. The Media Studies program adopts an integrated approach that encourages critical engagement with media in its various forms while providing a broader perspective on the role of media in contemporary society. This structure ensures that graduates are equipped with the theoretical knowledge and applied competencies necessary to engage with both traditional domains of media, such as broadcasting and journalism, as well as evolving fields, including digital communication and emerging technologies.

The curriculum emphasises both critical analysis and creative practice, allowing students to cultivate a wide range of communication and production skills. Core learning experiences include journalistic writing and editing for diverse media platforms, short film and documentary production, photography and design, as well as foundational training in media management, branding, and marketing. By combining conceptual frameworks with practical applications, the program seeks to develop graduates who are not only capable of producing innovative media content but who are also prepared to navigate the organisational, cultural, and ethical dimensions of the media industry.

The Bachelor of Communication (Media Studies) (Hons) programme seeks to:

Programme Education Objective (PEO) for Bachelor in Communication (Media Studies) (Honours)	
PEO 1	Practitioners who can analyse in-depth knowledge and display a strong culture of quality and leadership through the appreciation of media and communication concepts, theories and applications, specifically focusing on the media and communication industry.
PEO 2	Practitioners who execute innovative strategies and provide ethical solutions through learning experiences that enhance career developments through changing and emerging digital media and communication technologies, policies, and structures.
PEO 3	Practitioners who use integrated research-led interpersonal and communication skills to effectively solve media industry and community problems.
PEO 4	Practitioners who can adapt success with stakeholders and communities for lifelong learning and entrepreneurial skills in achieving successful academic and career advancement in relevant industries.

Upon completing the Programme, students will be able to:

Programme Learning Objective (PLO) for Bachelor in Communication (Media Studies) (Honours)	
PLO 1	Analyse systematically advanced knowledge related to media and communication fields
PLO 2	Propose ideas using specific communication concepts for effective solutions and decisions in media and communication fields
PLO 3	Organise industry-related projects in media and communication fields
PLO 4	Assume responsibility for effective teamwork and anticipatory thinking in the media and communication fields
PLO 5	Integrate various normative forms of communication skills to diverse audiences in media and communication fields
PLO 6	Exhibit digital and media information literacy through various contexts in media and communication fields
PLO 7	Apply data analysis and critical thinking in media and communication fields
PLO 8	Demonstrate appropriate leadership styles and integrated problem solving within diversified environments in media and communication fields
PLO 9	Appreciate self-directed lifelong learning and strategic thinking skills for sustainable development practices in media and communication fields
PLO 10	Adapt entrepreneurial skills and collaboration, for innovative ventures in the media and communication fields
PLO 11	Adopt ethical standards, professionalism, and self-awareness in media and communication fields

1.3.2.2 Public Relations

Public Relations practitioners in today's expanding and fast-changing industry must demonstrate the ability to think critically and to act strategically, responsibly, and sensitively in diverse and dynamic environments. This program is designed to equip students with a comprehensive understanding of both the theoretical and practical dimensions of public relations. It introduces the conceptual foundations of the field, including the principles of communication, relationship management, and reputation building, while situating these within the broader context of media, culture, and society. By engaging with these frameworks, students are able to critically evaluate the evolving role of public relations in shaping public discourse and organisational identity.

Alongside conceptual knowledge, the program places strong emphasis on the development of professional competencies that are essential for success in the industry. Students will strengthen their written and oral communication skills through targeted coursework in persuasive writing, strategic messaging, and presentation techniques. In addition, they will gain practical experience in analytical research, project planning, campaign execution, and problem-solving, enabling them to design and implement effective communication strategies. The curriculum also prepares students to navigate the contemporary workplace environment by fostering an understanding of ethical practices, cultural sensitivity, and the impact of digital technologies on the profession. Collectively, these skills and insights ensure that graduates are prepared to meet the challenges and demands of a competitive and globally connected industry.

The Bachelor of Communication (Public Relations) (Hons) programme seeks to:

Programme Education Objective (PEO) for Bachelor in Communication (Public Relations) (Honours)	
PEO 1	Practitioners who can analyse in-depth knowledge and display a strong culture of quality and leadership through the appreciation of media and communication concepts, theories and applications, specifically focusing on the media and communication industry.
PEO 2	Practitioners who execute innovative strategies and provide ethical solutions through learning experiences that enhance career developments through changing and emerging digital media and communication technologies, policies, and structures.
PEO 3	Practitioners who use integrated research-led interpersonal and communication skills to effectively solve media industry and community problems.
PEO 4	Practitioners who can adapt success with stakeholders and communities for lifelong learning and entrepreneurial skills in achieving successful academic and career advancement in relevant industries.

Upon completing the Programme, students will be able to:

Programme Learning Objective (PLO) for Bachelor in Communication (Public Relations) (Honours)	
PLO 1	Analyse systematically advanced knowledge related to media and communication fields
PLO 2	Propose ideas using specific communication concepts for effective solutions and decisions in media and communication fields
PLO 3	Organise industry-related projects in media and communication fields
PLO 4	Assume responsibility for effective teamwork and anticipatory thinking in the media and communication fields
PLO 5	Integrate various normative forms of communication skills to diverse audiences in media and communication fields
PLO 6	Exhibit digital and media information literacy through various contexts in media and communication fields
PLO 7	Apply data analysis and critical thinking in media and communication fields
PLO 8	Demonstrate appropriate leadership styles and integrated problem solving within diversified environments in media and communication fields
PLO 9	Appreciate self-directed lifelong learning and strategic thinking skills for sustainable development practices in media and communication fields
PLO 10	Adapt entrepreneurial skills and collaboration, for innovative ventures in the media and communication fields
PLO 11	Adopt ethical standards, professionalism, and self-awareness in media and communication fields

1.3.2.3 Marketing Communication

Marketing communication specialists today are an integral part of any marketing team. Moving beyond the boundaries of traditional advertising and marketing majors, this course incorporates aspects on understanding one's consumers and how their perceptions are formed surrounding the product's attributes. Utilizing that knowledge, the program also further introduces you to the various strategies of promotions, brand management, product launches and merchandising, among others. These combined elements enable students to effectively communicate information to current and prospective customers about products or services in the market, as well as execute launching of new brands or rebranding.

Graduates of this Communication program will benefit from both the faculty's wide industry exposure and their emphasis on case study-centred lectures and projects. Such hands-on delivery of Communication theories will expose graduates to classic "how it is done" scenarios and prompt them to postulate and propose unique solutions to Communication projects they will encounter in their careers. This program also serves as strong foundation for graduates seeking to continue with postgraduate studies in communication.

The Bachelor in Communication (Marketing Communication) (Honours) programme seeks to:

Programme Education Objective (PEO) for Bachelor in Communication (Marketing Communication) (Honours)	
PEO 1	Practitioners who can analyse in-depth knowledge and display a strong culture of quality and leadership through the appreciation of media and communication concepts, theories and applications, specifically focusing on the media and communication industry.
PEO 2	Practitioners who execute innovative strategies and provide ethical solutions through learning experiences that enhance career developments through changing and emerging digital media and communication technologies, policies, and structures.
PEO 3	Practitioners who use integrated research-led interpersonal and communication skills to effectively solve media industry and community problems.
PEO 4	Practitioners who can adapt success with stakeholders and communities for lifelong learning and entrepreneurial skills in achieving successful academic and career advancement in relevant industries.

Upon completing the Programme, students will be able to:

Programme Learning Objective (PLO) for Bachelor in Communication (Marketing Communication) (Honours)	
PLO 1	Analyse systematically advanced knowledge related to media and communication fields
PLO 2	Propose ideas using specific communication concepts for effective solutions and decisions in media and communication fields
PLO 3	Organise industry-related projects in media and communication fields

PLO 4	Assume responsibility for effective teamwork and anticipatory thinking in the media and communication fields
PLO 5	Integrate various normative forms of communication skills to diverse audiences in media and communication fields
PLO 6	Exhibit digital and media information literacy through various contexts in media and communication fields
PLO 7	Apply data analysis and critical thinking in media and communication fields
PLO 8	Demonstrate appropriate leadership styles and integrated problem solving within diversified environments in media and communication fields
PLO 9	Appreciate self-directed lifelong learning and strategic thinking skills for sustainable development practices in media and communication fields
PLO 10	Adapt entrepreneurial skills and collaboration, for innovative ventures in the media and communication fields
PLO 11	Adopt ethical standards, professionalism, and self-awareness in media and communication fields

1.4 Admission Information

1.4.1 Entry Requirements (for Malaysian Students)

1.4.1.1 Diploma in Communication

Minimum entry requirement for student admission:

i. Possess Sijil Pelajaran Malaysia (SPM) with at least THREE credits in any subjects (inclusive of English or any equivalent qualification); **OR**

ii. A pass in Sijil Tinggi Persekolahan Malaysia (STPM) with a minimum grade of C [Grade Point (GP) 2.00] in a subject and a credit in English at SPM level (or English equivalent to SPM); OR

iii. A pass in Sijil Tinggi Agama Malaysia (STAM) with a minimum grade of Maqbul (Pass) and a credit in English at SPM level (or English equivalent to SPM); **OR**

iv. A pass in Sijil Kemahiran Malaysia (SKM) Level 3 in a related field. (Candidates without English can be admitted subject to a thorough internal evaluation process to determine their competencies in English that are equivalent to SPM level); **OR**

v. A Certificate (Level 3, MQF) in a related field with at least a CGPA of 2.00; **OR**

vi. Other relevant and equivalent qualifications recognised by the Malaysian Government. (Candidates can be admitted if their admission qualification contains English subject (s) equivalent to English at the SPM level. If it is not equivalent, a reinforcement English subject equivalent to the SPM level must be offered before enrolment)

Notes:

    i.   Candidates with a pass in English at the SPM level (or English equivalent to SPM) may be admitted if their admission qualification contains an English subject(s) equivalent to English at the SPM level.

    ii.   Candidates with a pass in English at SPM level (or English equivalent to SPM) need to take a reinforcement English subject equivalent to the SPM level. This subject must be offered before enrolment.

    iii.   Candidates without an English subject in their admission qualification need to take a reinforcement English subject equivalent to the SPM level. This subject must be offered before enrolment.

1.4.1.2 Bachelor in Communication

Minimum entry requirement for student admission:

    i.   A pass in STPM or its equivalent, with a minimum of Grade C (GPA 2.00) in any TWO subjects and a credit in English at SPM or its equivalent; **OR**

    ii.   A pass in STAM with a minimum grade of Jayyid and a credit in English at SPM or its equivalent; **OR**

    iii.   A Diploma (Level 4, MQF) or its equivalent, with a minimum CGPA of 2.00 and a credit in English at SPM or its equivalent; **OR**

    iv.   A Diploma in Media and Communication (Level 4, MQF) field or its equivalent; **OR**

    v.   Certificate Matriculation/Foundation or its equivalent, with a minimum CGPA of 2.00 and credit in English at SPM or its equivalent; **OR**

    vi.   A Diploma Kemahiran Malaysia (DKM) / Diploma Vokasional Malaysia (DVM) with a minimum CGPA of 2.50 subjected to the HEP Senate / Academic Board's approval; **OR**

    vii.   A Diploma Lanjutan Kemahiran Malaysia (DLKM) with a minimum CGPA of 2.50 subjected to the HEP Senate / Academic Board's approval; **OR**

    viii.   Other relevant and equivalent qualifications recognised by the Malaysian Government. (Candidates can be admitted if their admission qualification contains English subject (s) equivalent to English at the SPM level. If it is not equivalent, a reinforcement of an English subject equivalent to the SPM level must be offered before enrolment).

Notes:

    i.   Candidates with a pass in English at SPM level (or English equivalent to SPM) need to take a reinforcement English subject equivalent to the SPM level. This subject must be offered before enrolment.

ii.   Candidates without an English subject in their admission qualification need to take a reinforcement English subject equivalent to the SPM level. This subject must be offered before enrolment.

iii.   Students are required to pass the reinforcement English before being allowed to take related core courses.

iv.   Students from Matriculation / Foundation or its equivalent can be exempted from taking reinforcement English, provided that the English offered at that programme level is equivalent / higher than English offered at SPM level.

1.4.2 Entry Requirements (for International Students)

In general, international students must meet the same academic standards of admission as those required of local students. However, as there is considerable variation between educational systems worldwide, precise comparative standards are not always available. Therefore, international students are considered for admission based on their academic coursework, English proficiency and proof of adequate financial resources. Our International Student Services Department will handle all applications for international students including immigration requirements and regulations, visas and accommodation.

HELP University welcomes applications from qualified international students interested to enter as either new or transfer students. However, no immigration documents can be issued until all application materials have been received.

*Notes:
- Jabatan Pendidikan Swasta (Department of Private Education) recognition is required for the processing of international student visas.
- International students who do not have the minimum English language entry requirement can be accepted into the programme. However, they are first to enrol in the university Intensive English Programme (IEP) and sit for the IELTS or other similar tests. Upon passing the test with 5.0 score or equivalent, students can formally enrol in the faculty programme.

1.4.3 Entry Requirements (Transfer Students)

Students who have completed coursework at any post-secondary institution will be admitted with advanced standing as transfer students. Upon acceptance into

HELP University, all transfer students are required to submit all documents required for admission eligibility.

However, HELP University will not issue official evaluation for the coursework done unless the program applied for is a HELP program (degree issued by HELP University).

1.4.4 Entry Requirements (Returning Students)

Students who have been absent for a minimum of one semester but did not withdraw from HELP University will be categorized as inactive students. Upon returning, they are required to inform the Main Registry of their intention to re-enrol.

Students who have withdrawn or have attended another institution since their previous enrolment at HELP University are required to submit an application for admission and must submit all the relevant documents and payments similar to new applicants before they can be considered for admission (see 5.13 Withdrawal Policy).

1.4.5 Exemptions

In general, students may obtain exemptions in the Bachelor programs if students:

a)   Possess a diploma in any field
b)   Possess a degree in any field

Application for exemptions should be made at the same time as application for admission into the Bachelor programs. Supporting documents will include:

•   A certified copy of transcript including grading system used to explain transcript, course structure etc.

•   Copy of course outlines taken from the school handbook for the year when the courses were successfully completed.

•   A certified translation if the transcript or other documents are not in English.

•   Other documents at the request of the Faculty of Communication.

1.4.6 Tuition Fees

The following tuition fees are for the academic session from January 2024 intake onwards and are applicable to new students registering for year 2024. HELP University reserves the right to adjust the fees without prior notification.

- **Diploma in Communication**

Program	Amount Per Year	Total Amount
Year 1: 14 subjects	**RM 20,200.00**	**RM 35,050.00**
Year 2: 11 subjects	**RM 14,850.00**	

- **Bachelor iN Communication (Honours)**
  Course fees (approximate; inclusive of MPU subjects)

Program	Amount Per Year	Total Amount
Bachelor in Communication (Media Studies) (Honours)		
Year 1: 13 subjects	**RM 25,000.00**	**RM 65,250.00**
Year 2: 10 subjects	**RM 18,800.00**	
Year 3: 9 subjects	**RM 21,450.00**	
Bachelor in Communication (Public Relations) (Honours)		
Year 1: 13 subjects	**RM 25,000.00**	**RM 65,250.00**
Year 2: 10 subjects	**RM 18,800.00**	
Year 3: 9 subjects	**RM 21,450.00**	
Bachelor in Communication (Marketing Communication) (Honours)		
Year 1: 13 subjects	**RM 25,000.00**	**RM 65,250.00**
Year 2: 10 subjects	**RM 18,800.00**	
Year 3: 9 subjects	**RM 21,450.00**	

Note: Fees will vary slightly depending on elective subjects selected by student.

All semester-based courses should be made in a single payment. There is no provision for instalment payment.

1.4.7 Fee Payment

Once a student registers for classes, they are responsible for the tuition incurred. Not attending classes does not constitute withdrawing or dropping a class. Failure to submit the Add/Drop Form to the Main Registry for any class change will result in continued obligation to pay tuition and other charges (see 3.1 Financial Requirements). All tuition and other charges are to be paid before or on the last day of the add/drop period (two weeks after the commencement of the long semester, up to the 2nd Friday and one week after the commencement of the short semester, up to the 2nd Friday). Registration is not complete until all financial clearance is received, indicating that full payment has been made.

1.5   Policies and Regulations

1.5.1 Academic Semesters

1.5.1.1 Diploma Program
There are 4 academic semesters for the Diploma program.

Semester 1 (January)   Long Semester
January - April
14 teaching weeks and 1-week final exam

Semester 2 (May)   **Short Semester**
May - July
7 teaching weeks and 1-week final exam

Semester 3 (August)   **Long semester**
August - December
14 teaching weeks and 1-week final exam

1.5.1.2 Bachelor Program

Semester 1 (January)   **Long Semester**
January - April
14 teaching weeks and 1-week final exam

Semester 2 (May)   **Short Semester**
May - July
7 teaching weeks and 1-week final exam

Semester 3 (August)   **Long semester**
August - December
14 teaching weeks and 1-week final exam

1.5.2 Registration

Every student is required to do an official registration every semester. Students who fail to complete the registration process are not considered officially enrolled and will be denied for any completion of courses at the end of the semester.

Below are some simple rules to guide students:

• Registration will commence one week prior to the beginning of a new semester. Students can obtain the required Subject Registration Form from the Main Registry or the department. Students are required to fill in the form, obtain the signature of designated department staff (when necessary) and submit the completed form to the Main Registry.

• Once registration is completed, students will retain one copy of the form, and the Assistant Registrar (AR) will issue an invoice which will be used when making payment.

• Registration is incomplete until all tuition charges and fees incurred at registration have been paid at the Bursary's Office in accordance with HELP University payment policies and regulations. All students are required to comply with the payment deadline as specified in the semester schedule *(see 3.0 Financial Requirements)*.

1.5.3 Cancellation of Courses

The Faculty of Communication, Media and Creative Industry (FCMCI) make every reasonable effort to offer courses as indicated in the Subject Availability List. However, the faculty reserves the right to make changes or cancel courses in the proposed schedule because of insufficient enrolment or for any other reasons deemed valid. Students are responsible to keep themselves posted by viewing the web site periodically.

1.5.4 Course Structure

Courses are assigned a specific Course Code and a certain number of Credit Hours.

1.5.4.1 Course Numbering System

Courses are numbered to indicate the level of advancement. In general, courses with lower numbers are those which should be completed first. Courses with numbers beginning with 100, 200 and 300 courses are Year 1, 2 and 3 courses respectively.

100-Level   Year 1

200-Level   Year 2

300-Level   Year 3

1.5.4.2 Credit Hours

All courses offered under the Bachelor programs carry 3 credit hours each representing 2 hours of lecture and 1.5 hours of tutorial per week over a 14-week semester (long semester); and 7 teaching hours (4 hours of lecture and 3 hours of tutorial) per week over the 7-week semester (short Semester).

1.5.5 Course Load

Students are recommended to enrol for a minimum of 3 courses and a maximum of 5 courses (between 12 – 18 credit hours) for long semester. For short semester, students are recommended to enroll for a minimum of 2 courses or a maximum of 3 courses (between 6 – 9 credit hours). Students who wish to take the semester off are required to write in with valid reasons to the Head of Department.

1.5.6 Prerequisites

Course prerequisites are listed in this handbook after the course descriptions. These requirements are intended to ensure students have a reasonable chance of completing a course without a low grade or a failure. A prerequisite is a course that must be taken and passed prior to registering for any of the courses that require it.

Any student who has failed in the first of a sequence of courses is not allowed to enrol for the subsequent course until the failure grade has been changed to a passing grade.

1.5.7 Adding or Dropping Courses

Refer to 4.1 Academic Requirements of this handbook.

1.5.8 Withdrawal from Courses

A student who wishes to withdraw from a course after the add/drop period should initiate the withdrawal procedure by filling in the Subject Withdrawal Form available at the Main Registry. Following that the form is to be submitted to the Main Registry for processing. This process will only be allowed beginning the 3rd week and ends before the last day of the 7th week of the semester.

Students are not allowed to withdraw after the 7th week of the long semester and 4th week of the short semester. Students who seek an exception from this regulation must meet and obtain approval from the Head of Department who will make a recommendation to allow such withdrawal. Only when the student can demonstrate valid reasons that involve serious extenuating circumstances beyond the student's control (e.g. when a student is medically or otherwise unable to return in time for makeup of grade) will approval be granted. The student will then be duly notified to do the necessary withdrawal process.

1.5.9 Withdrawal from the University

Any student wishing to discontinue/withdraw from HELP University must file an official withdrawal form. To facilitate the process, a student must submit the form to the department and meet either the Manager or Head of Department for an exit interview. Following that, various steps of the withdrawal process will take place, which will involve other relevant departments to check the student's status.

The purpose of the exit interview is to determine the cause of withdrawal and bring closure to their academic experience in HELP University. Students who are withdrawing from the college must return the Student Identification Card and Library Card (if any) that was issued to them. In the event of failure to return the issued cards, a fee will be deducted from the student's security deposit.

• No student can withdraw in good standing from HELP University unless all current fees have been paid in full.

• If a student withdraws from the program and wishes to re-enrol in Bachelor programs or another program in HELP University later, he/she shall be considered a new applicant. Therefore he/she shall be required to complete a new application form and submit all relevant documents and pay the full administrative fee (see 7.3.4 Entry Requirements - Returning Students).

1.5.10 Examination

Final examinations are obligatory for all courses at the Faculty of Communication except those that specifically recommend special requirements in lieu of a final examination. All students are required to take the final examinations at the specified date and time.

1.5.11 Assessment

Each subject is evaluated through continuous assessment plus a comprehensive final examination. The continuous assessment is in the form of written assignments/quizzes/tests/projects/term papers/presentations. Regular attendance at every class is expected.

1.5.12 Grading

Please refer to the HELP University handbook.

1.5.13 Academic Advising

Academic advising is an integral part of a student's academic experience. Academic advisors are able to give support and guidance to students who seek their service, but it is the responsibility of each student too to be familiar with academic policies and regulations and to take responsibility for his or her course of study at HELP University.

An academic advisor offers students information, guidance and advice throughout their bachelor's degree program. Students are encouraged to make an appointment to seek advice from an academic advisor to discuss important educational issues and matters pertaining to their degree. Students will also be informed on classes that require prerequisites or other restrictions before registration.

Academic Advisors at the Faculty of Communication, Media and Creative Industry (FCMCI):

Pn. Marzulla Akmal
Email   :   marzuam@help.edu.my
Tel   :   603-2711 2000 ext 2916

Pn. Nurul Syahida Ahmad Said
Email   :   nurul.syahida@help.edu.my
Tel   :   603-2711 2000 ext 2908

1.6 Programme Pathway

1.6.1 Diploma in Communication

Year	Subject Code	Subject Name
1 14 Subjects (12 core + 2 MPU)	DMCH1214	Mass Communication(Common Core)
	DMCH1224	Human Communication(Common Core)
	DMCH1234	English for Academic Purposes(Common Core)
	DMCH1244	Public Speaking and Presentation Skills(Common Core)
	DMCH1254	Public Relations(Common Core)
	DMCH1264	Multimedia Design(Common Core)
	DMCH1274	Marketing Communication(Common Core)
	DMCH1284	Writing for Mass Media(Common Core)
	DMCH1294	Principles of Journalism(Common Core)
	DMCH1314	Entrepreneurship(Common Core)
	DMCH1324	Acting for Film and Theatre(Common Core)
	HGA101	Discovering Oneself (Common Core)
MPU 1 (choose one)	MPU2182 MPU2192	<u>Local Students</u> Penghayatan Etika dan Peradaban Falsafah dan Isu Semasa
	MPU2132	<u>International Students</u> Bahasa Melayu Komunikasi 1
MPU2/MPU3 (choose one)	MPU2212	Bahasa Kebangsaan A (Compulsory for local student who did not have credit in BM SPM)
	MPU2382	Kursus Integriti dan Anti Rasuah (KIAR)
2 11 Subjects (4 core + 3 Discipline core + 2 Elec + 1 MPU + 1 Gen Elec)	DMCH2123	Graphics and Publication Design (Common Core)
	DMCH2133	Introduction to Research (Common Core)
	DMCH2143	Introduction to Digital Marketing (Common Core)
	DMCH2268	Industrial Training (Common Core)
	DMCH2173	Visual Communication (Discipline Core)
	DMCH2194	Creative Media Production (Discipline Core)
	DMCH2223	Advertising (Discipline Core)
	DMCH2244	Media, Technology & Society (Elective)
	DMCH2234	Digital Photography Techniques (Elective)
MPU 4 (choose one)	MPU2412	Co-Curriculum - Sports 1
	MPU2422	Co-Curriculum - Community Service 1
General Elective	COM2201	Introduction To Animation

1.6.2 Bachelor in Communication (Honours)

1.6.2.1 Bachelor in Communication (Media Studies) (Honours)

MEDIA STUDIES			
Year	Subject Code	Subject Name	Credit Hours
1	MCH1014	Mass Communication (Common Core)	4
	MCH1024	Public Speaking (Common Core)	4
13 Subjects	MCH1034	Business Communication (Common Core)	4
(11 core + 2 MPU)	MCH1044	Multimedia Design (Common Core)	4
	MCH1054	Writing Mass Media (Common Core)	4
	MCH1064	Journalism (Common Core)	4
	MCH1074	Human Communication (Common Core)	4
	MCH1084	Entrepreneurship (Common Core)	4
	MCH1094	English for Academic Purposes (Common Core)	4
	MCH1004	Marketing Communication (Common Core)	4
	HGA101	Discovering Oneself (Common Core)	1
MPU 1		**Local Students**	-
	MPU3182	Penghayatan Etika dan Peradaban	2
	MPU3192	Falsafah dan Isu Semasa	2
		International Students	-
	MPU3142	Bahasa Melayu Komunikasi 2	2
	MPU3192	Falsafah dan Isu Semasa	2
2	MCH2014	Communication Theories (Common Core)	4
	MCH2024	Communication Law & Ethics (Common Core)	4
	MCH2034	Intercultural Communication (Common Core)	4
10 Subjects	MCH2074	Social Research Methods (Common Core)	4
(7 core + 2 Elec + 1 MPU)	MCH2044	Broadcast & New Media (Discipline Core)	4
	MCH2054	Communication Issues in the Digital Age (Discipline Core)	4
	MCH2064	Media Audience Analytics (Elective)	4
	MCH2084	Acting for Media and Film (Elective)	4
	HGA201	Engaging the World(Common Core)	1
MPU 2	MPU3212	Bahasa Kebangsaan A *(Compulsory for local student who did not have credit in BM SPM)*	2
MPU 3	MPU3382	Kursus Integriti dan Anti Rasuah (KIAR)	1
3	MCH3016	Dissertation (Common Core)	6
	MCH3034	Media Planning (Common Core)	4
9 Subjects	MCH3078	Industrial Training (Common Core)	8

	MCH3054	Social Media and Mobile Marketing (Discipline Core)	4
(6 core + 1 Elec + 1 MPU + 1 Gen Elec)	MCH3024	Audio Visual Editing (Discipline Core)	4
	MCH3064	Documentary Production (Discipline Core)	4
	MCH3044	TV Production Management (Elective)	4
MPU 4	MPU3432	Co-curriculum - Event Management 2	2
General Elective	COMM3301	Introduction to Animation Techniques	3
Total 32 subs			**120**

1.6.2.2 Bachelor in Communication (Public Relations) (Honours)

PUBLIC RELATIONS			
Year	Subject Code	Subject Name	Credit Hours
1	MCH1014	Mass Communication (Common Core)	4
	MCH1024	Public Speaking (Common Core)	4
13 Subjects	MCH1034	Business Communication (Common Core)	4
(11 core + 2 MPU)	MCH1044	Multimedia Design (Common Core)	4
	MCH1054	Writing Mass Media (Common Core)	4
	MCH1064	Journalism (Common Core)	4
	MCH1074	Human Communication (Common Core)	4
	MCH1084	Entrepreneurship (Common Core)	4
	MCH1094	English for Academic Purposes (Common Core)	4
	MCH1004	Marketing Communication (Common Core)	4
	HGA101	Discovering Oneself (Common Core)	1
MPU 1		**Local Students**	-
	MPU3182	Penghayatan Etika dan Peradaban	2
	MPU3192	Falsafah dan Isu Semasa	2
		International Students	-
	MPU3142	Bahasa Melayu Komunikasi 2	2
	MPU3192	Falsafah dan Isu Semasa	2
2	MCH2014	Communication Theories (Common Core)	4
	MCH2024	Communication Law & Ethics (Common Core)	4
	MCH2034	Intercultural Communication (Common Core)	4
10 Subjects	MCH2074	Social Research Methods (Common Core)	4
(7 core + 2 Elec + 1 MPU)	MCH2044	Broadcast & New Media (Discipline Core)	4
	MCH2054	Communication Issues in the Digital Age (Discipline Core)	4
	MCH2064	Media Audience Analytics (Elective)	4
	MCH2084	Acting for Media and Film (Elective)	4

	HGA201	Engaging the World(Common Core)	1
MPU 2	MPU3212	Bahasa Kebangsaan A *(Compulsory for local student who did not have credit in BM SPM)*	2
MPU 3	MPU3382	Kursus Integriti dan Anti Rasuah (KIAR)	1
3	MCH3016	Dissertation (Common Core)	6
	MCH3034	Media Planning (Common Core)	4
9 Subjects	MCH3078	Industrial Training (Common Core)	8
(6 core + 1 Elec + 1 MPU + 1 Gen Elec)	MCH3054	Social Media and Mobile Marketing (Discipline Core)	4
	MCH3024	Audio Visual Editing (Discipline Core)	4
	MCH3064	Documentary Production (Discipline Core)	4
	MCH3044	TV Production Management (Elective)	4
MPU 4	MPU3432	Co-curriculum - Event Management 2	2
General Elective	COMM3301	Introduction to Animation Techniques	3
Total 32 subs			**120**

1.6.2.3 Bachelor in Communication (Marketing Communication) (Honours)

MARKETING COMMUNICATION

Year	Subject Code	Subject Name	Credit Hours
1	MCH1014	Mass Communication (Common Core)	4
	MCH1024	Public Speaking (Common Core)	4
13 Subjects	MCH1034	Business Communication (Common Core)	4
(11 core + 2 MPU)	MCH1044	Multimedia Design (Common Core)	4
	MCH1054	Writing Mass Media (Common Core)	4
	MCH1064	Journalism (Common Core)	4
	MCH1074	Human Communication (Common Core)	4
	MCH1084	Entrepreneurship (Common Core)	4
	MCH1094	English for Academic Purposes (Common Core)	4
	MCH1004	Marketing Communication (Common Core)	4
	HGA101	Discovering Oneself (Common Core)	1
		Local Students	-
	MPU3182	Penghayatan Etika dan Peradaban	2
	MPU3192	Falsafah dan Isu Semasa	2
MPU 1		**International Students**	-
	MPU3142	Bahasa Melayu Komunikasi 2	2
	MPU3192	Falsafah dan Isu Semasa	2
2	MCH2014	Communication Theories (Common Core)	4

	MCH2024	Communication Law & Ethics (Common Core)	4
	MCH2034	Intercultural Communication (Common Core)	4
10 Subjects	MCH2074	Social Research Methods (Common Core)	4
(7 core + 2 Elec + 1 MPU)	MCH2044	Broadcast & New Media (Discipline Core)	4
	MCH2054	Communication Issues in the Digital Age (Discipline Core)	4
	MCH2064	Media Audience Analytics (Elective)	4
	MCH2084	Acting for Media and Film (Elective)	4
	HGA201	Engaging the World(Common Core)	1
MPU 2	MPU3212	Bahasa Kebangsaan A *(Compulsory for local student who did not have credit in BM SPM)*	2
MPU 3	MPU3382	Kursus Integriti dan Anti Rasuah (KIAR)	1
3	MCH3016	Dissertation (Common Core)	6
	MCH3034	Media Planning (Common Core)	4
9 Subjects	MCH3078	Industrial Training (Common Core)	8
(6 core + 1 Elec + 1 MPU + 1 Gen Elec)	MCH3054	Social Media and Mobile Marketing (Discipline Core)	4
	MCH3024	Audio Visual Editing (Discipline Core)	4
	MCH3064	Documentary Production (Discipline Core)	4
	MCH3044	TV Production Management (Elective)	4
MPU 4	MPU3432	Co-curriculum - Event Management 2	2
General Elective	COMM3301	Introduction to Animation Techniques	3
Total 32 subs			**120**

1.7 Subject Description

1.7.1 Diploma in Communication

Year 1 Communication Subjects

DMCH 1214	:	Mass Communication
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	This course introduces students with the changing nature, function and role of the mass media. Besides this, the focus is on three important aspects, which are to provide students with a comprehensive and balanced coverage of theoretical perspectives of the primary electronic, print and outdoor media, and strong coverage of issues relating to the criticisms of the media and their ethical standards as well as the cross-cultural comparisons of media audiences, preferences and habits.

Course Learning Outcome (CLO):

CLO1: Describe the history and evolution of the different types of mass media and gain greater insight into the functions and roles they perform to their audience.
CLO2: Discuss the current state of the mass media industry in Malaysia and the western world.
CLO3: Identify the forces that shaped the mass media landscape and the influences of media effects in everyday life.

DMCH 1224	:	Human Communication
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	In the world where human communication is the center point or the human life. The skill and knowledge to it is utmost important. This course introduces students to understand the principles of communication theory and to begin to put them into practice. Students will learn skills and techniques essential to effective communication to cope with their daily needs. The course has practical, hands-on approach where students are to organise into groups and analyse cases and prepare written report on an issue related to human communication.

Course Learning Outcome (CLO):
CLO1: Apply the theories, challenges and goals of human communication
CLO2: Display fundamental skills of critical listening, speaking, and presentation in a variety of social and cultural contexts.
CLO3: Differentiate the internal and external forces that shape society and how they affect communication.

DMCH 1234	:	English for Academic Purposes
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	The subject is designed to enable students to use English effectively in the academic contexts they will encounter in their studies. The main emphasis is on improving students' confidence and competence in using English in these contexts. As far as possible, the subject will address grammatical aspects of the English language, introduce students to the fundamentals of APA formatting and referencing before exploring the various essay writing styles such as the descriptive essay, the cause-and-effect essay, the compare and contrast essay and the argumentative essay.

Course Learning Outcome (CLO) :
CLO1: Write various types of academic essays through clearly written thesis statements and well-supported topic sentences.
CLO2: Choose credible materials and illustrations to be incorporated into essays.
CLO3: Demonstrate correct usage of grammatical rules and APA referencing style

DMCH 1244   :   Public Speaking and Presentation Skills
Credit Hours   :   4
Prerequisite(s)   :   None
Description   :   This course prepares students for a variety of situations in which formal presentations are required. Topics will include cultural conventions and speech, perceptions of others, verbal and nonverbal messages, and techniques of oral presentation and persuasion. Students will learn how to research, outline, and deliver short, informal presentations as well as longer speeches.

Course Learning Outcome (CLO) :
CLO1: Recognise various types and purposes of speeches, namely impromptu, informative, persuasive and commemorative speech.
CLO2: Prepare a well thought and researched speech outline appropriate for audience.
CLO3: Adapt effective vocal qualities, language, delivery techniques, non-verbal communication, and visual aids for various speech.

DMCH 1254   :   Public Relations
Credit Hours   :   4
Prerequisite(s)   :   None
Description   :   The course is designed to introduce students to some of the basic elements of contemporary public relations. The course provides information about its history, principles, practices and the fundamental responsibilities of public relations practitioners. This course has a practical hands-on approach that exposes students to various practices in identifying and solving problems within the public relations industry. They are expected to write a proposal to overcome a related public relations issue or phenomenon

Course Learning Outcome (CLO) :
CLO1: Identify the role and function of contemporary public relations in today's society in a global context.
CLO2: Describe the evolution of public relations throughout history, and the range of careers available in today's contemporary practice.
CLO3: Apply the basic process of public relations – research, planning, communication, evaluation.

DMCH 1264   :   Multimedia Design
Credit Hours   :   4
Prerequisite(s)   :   None
Description   :   This course defines and explains the concepts and skills essential to the design and development of creative, effective interactive media projects. The unique contributions and relationships between typography, graphics, audio, animation and interactivity are identified and explored. Using Adobe Muse CC, Animate CC, Flash, Illustrator and Photoshop as the

principal tools, issues of production management and user experience in the area of interactive media productions will also be presented. Through class discussions, critique of existing projects and hands-on project work, students identify key elements of interaction, experiment with different possibilities and develop production skills.

Course Learning Outcome (CLO) :
CLO1: Apply multimedia design principles and elements for audience comprehension.
CLO2: Demonstrate effective use of multimedia editing software in the students' work.
CLO3: Develop clear and cohesive multimedia designs.

DMCH 1274	:	Marketing Communication
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	This course is an introduction to the wide scope of marketing communication. Students need the basic understanding to develop further in understanding in the marketing communication field. Marketing communication will help students to understand the management process that all organisations go through to engage with its various audiences. By understanding an audience's communications environment, organisations are able to develop and present marketing strategies for its identified stakeholder groups, before evaluating and acting upon the responses. By conveying messages that are of significant value, audiences are encouraged to offer attitudinal and behavioural responses.

Course Learning Outcome (CLO) :
CLO1: Identify Integrated Marketing Communications (IMC) theories and concepts.
CLO2: Examine how IMC helps build brand identity and create brand equity through brand synergy.
CLO3: Describe the use of main promotional tools of advertising, public relations, sales promotion, direct marketing, event marketing, and online marketing.

DMCH 1284	:	Writing for Mass Media
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	This course provides students with the fundamentals of writing for various types of media platform, such as newspaper, radio, TV, magazine and the Web.

Course Learning Outcome (CLO):
CLO1: Produce content for print, electronic, public relations and advertising using correct grammatical rules and appropriate style.
CLO2: Differentiate modes of writing styles for print, electronic, public relations and advertising platforms.

CLO3: Be aware of ethical practices when preparing content for print, electronic, public relations and advertising.

DMCH 1294	:	Principles of Journalism
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	This course is designed to expose students to the various types of journalistic writings such as straight news, features and investigative news. Students will also be exposed to the fundamentals on journalistic writing and ethical reporting.

Course Learning Outcome (CLO):
CLO1: Identify information that are newsworthy.
CLO2: Produce journalistic content using appropriate style, structure and other fundamentals of journalism.
CLO3: Be aware of ethical news reporting.

DMCH 1314	:	Entrepreneurship
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	Entrepreneurship involves founding, running, selling, buying, managing, and investing in technology in a company. It is different from traditional employment as the owner creates time and pursue income to determine the business success. This course proposes the start-up of a small business, where an owner commits time or money, and wait to take the real plunge when he or she is sure of its success. This course offers essential knowledge and advice on navigating a business. Students learn how to strengthen the six key components of business: finance, product development, management, marketing, creating values and customer satisfaction.

Course Learning Outcome (CLO):
CLO1: Describe the role of entrepreneurship within society, at the level of the organization, and in your own personal life.
CLO2:Apply entrepreneurship operation techniques, including its start-ups operation and continuing business.
CLO3: Identify the characteristics of successful entrepreneurs and practice the positive values.

DMCH 1324	:	Acting for Film and Theatre
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	The world of film and theatre has drastically changed over the past decade due to the proliferation of media channels and transmission of theatrical performances on the big screen. There is a huge need for a solid, comprehensive resource to teach people how to get into dramatic arts, acting and hosting. The purpose of this course is to provide creative activities to learn the essential skills and abilities needed to become a successful artist or performer in today's multimedia world.

Course Learning Outcome (CLO):

CLO1: Explain the theories, concepts and ideas needed for audio visual content production in the broadcast media and public spheres.
CLO2: Adopt conventional film and theatrical production techniques for acting performances.
CLO3: Demonstrate practical and creative acting performances for film and theatre setting

Year 2 Communication Subjects

DMCH 2123 : Graphics and Publication Design
Credit Hours : 3
Prerequisite(s) : None
Description : This course introduces students the application of graphic design in designing publication. Students will be guided to apply the fundamentals principles of graphic design and use specialized computer software in designing publication.

Course Learning Outcome (CLO):
CLO1: Apply the principles and elements of graphic design in page layouts.
CLO2: Demonstrate the use of image editing and page design computer soft wares to create page layout.
CLO3: Design page layouts that combine texts, graphics and images to communicate effectively.

DMCH 2133 : Introduction to Research
Credit Hours : 3
Prerequisite(s) : None
Description : This course provides an opportunity for students to establish their understanding of research through critical exploration of research language, ethics, and approaches. These include the research process within quantitative and qualitative designs. Students will also begin to critically review literature, theory formulation and research model relevant to their field or interests and determine how research findings are useful in forming their understanding of their work, social, local and global environment. They are expected to demonstrate the application of learned skills in research for class assignments, including practice ethical behaviour relating to the research process and the use of information technology.

Course Learning Outcome (CLO):
CLO1: Differentiate the advantages and disadvantages of qualitative and quantitative methods to analyse published research.
CLO2: Identify any of the quantitative or qualitative research techniques in various field methods (including participant observation, personal, online and focus group interviews, case study and content analysis).
CLO3: Acknowledge the rights of human subjects and are aware of the ethical principles of research, ethical challenges and approval processes.

DMCH 2143 : Introduction to Digital Marketing
Credit Hours : 3
Prerequisite(s) : None
Description : This course examines and explores the role and importance of digital marketing in today's rapidly changing business environment. It also focusses on how digital marketing can be utilised by organisations and how its effectiveness can measure.

Course Learning Outcome (CLO):
CLO1: Describe the importance of digital marketing in a rapidly changing business landscape.
CLO2: Describe key elements of an effective digital marketing strategy.
CLO3: Demonstrate practical skills in common digital marketing tools such as SEO, SEM, social media and Blogs.

DMCH 2154 : Communication in Global Workplace
Credit Hours : 4
Prerequisite(s) : None
Description : This course is designed to help students form the foundation for improved understanding of communication in the global workplace. This understanding will increase students' awareness of professional relationships, participation in such relationships and the ways in which students, as a responsible organizational citizen, can contribute to productive workplace practice
Course Learning Outcome (CLO) :
CLO1: Recognize concepts of workplace communication.
CLO2: Describe the communication processes such as decision-making, conflict management leadership, emotions, and diversity in an organisation.
CLO3: Analyse the issues and challenges of the contemporary workplace environment.

DMCH 2164 : Search Engine Optimization
Credit Hours : 4
Prerequisite(s) : None
Description : This course prepares students for a basic understanding and skill in social media digital marketing using search engine applications. They will be exposed to SEO tools and new search engine optimization methods. Students will also explore the underlying theory and inner workings of search engines, the role of social media, user data, and links. They will use tools to track results and measure traffic effectiveness in mobile, local, and vertical SEO.

Course Learning Outcome (CLO):
CLO1: Apply fundamentals and inner workings mechanics of search engines.
CLO2: Measure social media and the web using data analytics to track results and effectiveness.

CLO3: Propose search engine optimisation techniques to get top rankings and generate massive traffic.

DMCH 2173	:	Introduction to Research
Credit Hours	:	3
Prerequisite(s)	:	None
Description	:	In today's information-rich world, data visualization – the presentation of original research statistics, big data, and learning analytics – in graphics to make it easier for the audience to understand, remember, and use the data is an essential skill. This course offers students a practical guide to the fundamentals, strategies, and real-world cases for data visualization. They will learn the guiding principles of presenting data in evidence-based ways so that researchers are better understood, and audiences are effectively engaged. Students examine and scrutinize data graphics for use in decision-making, sharing information and deliberations on the messages.

Course Learning Outcome (CLO) :
CLO1: Explain the role of data graphics in decision making, sharing information and sparking discussion.
CLO2: Choose appropriate data visualizing technique to enhance audience comprehension of findings and insights
CLO3: Integrate insights of data in various formats, such as reports and oral presentation.

DMCH 2184	:	Broadcast and New Media
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	This course is aimed at empowering a professional approach towards preparing and producing value-based products for the broadcasting and new media world. This course prepares students to focus on the broadcasting principles and practices in the new age media scenario. Students will be equipped with specialized skills in broadcast related technology and media development in media software.

Course Learning Outcome (CLO) :
CLO1: Describe the fundamentals and principles in broadcast and new media communication.
CLO2: Recognise the unique workflow in broadcast and new media related industries.
CLO3: Demonstrate the process in broadcast and new media projects.

DMCH 2194	:	Creative Media Production
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	This course introduces to students towards the changing trends in creative media production by adapting to the dynamic situation of visual media industry. By identifying the proper production workflow for creating a visual message,

students would be able to produce content with due consideration to the medium whether for television, video, film or internet.

Course Learning Outcome (CLO) :
CLO1: Identify the type of creative media production, personnel involved and the standard production workflow and creative approach in various formats.
CLO2: Select media production workflow and creative approach used for various formats.
CLO3: Produce creative media content by applying the learned technologies uses and approaches.

DMCH 2214	:	Films for YouTube and Social Media
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	Social Media now captivate a great number of audience on the Internet. This course guides students how to shoot and edit their own films using professional camera and the common hand-held devices like a cell phone, with step-by- step instructions and tips to help them upload their video content project to YouTube. It also offers ideas on how to plan and shoot quality videos, install and use video editing tools, and post the final product to YouTube. Students will learn how to pro filmmakers take better shots, lighting, and sound, edit video, add transitions, insert a soundtrack, and spice things up with effects.

Course Learning Outcome (CLO):
CLO1: Demonstrate ability to use suitable hardware for video production.
CLO2: Demonstrate ability to utilize suitable video production-related software for online distribution.
CLO3: Commit to and cooperate with a multitasking team.

DMCH 2223	:	Advertising
Credit Hours	:	3
Prerequisite(s)	:	None
Description	:	This course will enable the student to analyse and explore the role of advertising in the world today and its relationship to the field of marketing. The student will analyse various types of media, consider current trends in advertising techniques and discover the importance of research planning. It also provides a solid understanding 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 developing advertisements for the various media and its creative aspect.

Course Learning Outcome (CLO) :
CLO1: Apply the fundamentals of advertising and promotion in relation to strategic planning, creativity and media selection.

CLO2: Interpret advertising research data and audience analysis to design advertising and promotion campaign. CLO3: Choose appropriate media types and vehicles to show advertising messages to identified audiences

DMCH 2234	:	Digital Photography Techniques
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	This course provides the students not only an understanding on the art of photography, but also the ability to evaluate still imagery from technical and aesthetic point of view. Using references to photographs taken by professional's photographers and historical facts, this course will expose the students to the evolution and scope of photography techniques from the early days providing an insight on the importance of its evolution reflects the methods used today.

Course Learning Outcome (CLO) :
CLO1: Identify different types of digital camera, light, lenses, aperture-shutter speed-ISO settings, composition techniques and various digital image-editing methods.
CLO2: Manipulate lighting techniques, lens selection, aperture settings and/or exposure length to produce desired still imagery result.
CLO3: Produce photographs and still imagery using photographic techniques and current digital manipulation methods.

DMCH 2244	:	Media, Technology and Society
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	The course focuses on media as a major social institution and the relationship between media and society as new technologies of communication generate different forms of media genres, fictional and news materials. It also discusses the effects of new media on institutions, society, culture and individual behaviour. It looks at control and ownership, public and private media. Mass culture and popular culture. Students explore the impact of media on culture and social structure through close examination of cultural products including books, television shows, music, and advertising. Using a wide range of theoretical constructions, students learn to analyse the social meanings of cultural objects.

Course Learning Outcome (CLO) :
CLO1: Relate media and society from various theoretical perspectives for a meaningful understanding of the evolution of media systems.
CLO2: Be aware of media and power circles with ethics and moral conscience as these media systems are integrated and shaped by larger systems of power and culture.
CLO3: Explain national, regional and global issues in using critical tools to explore how non-dominant groups including

women, people of colour, social class, and sexual orientation are represented in the media.

DMCH 2253	:	Introduction to Data Analytics
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	The digital environment allows every action we take produces data. And data analytics is a way to make valuable use of types of information. Analytics is used to help categorise data, identify patterns and predict results. Skilled analyses of all this data can help businesses, governments, and organisations to make better-informed decisions, respond quickly to changing needs and to gain deeper insights into the rapidly changing environment.

Course Learning Outcome (CLO):
CLO1: Describe the role of data analytics in the context of media industry.
CLO2: Demonstrate ability to employ suitable data analytics technique for different purposes.
CLO3: Use insights of data analytics to think critically about business strategies

DMCH 2268	:	Industrial Training
Credit Hours	:	6
Prerequisite(s)	:	None
Description	:	Industrial training is an extremely important component as it provides students with on-the-job training and real-life working experience. The experience and skills that can be gained will make them more aware of the needs and expectations of the industry they are in as well as making them more employable when they graduate. Industrial training is also an avenue for students to further develop their skills, such as communication and interpersonal skills. Student shall be placed in an organisation related to the creative content industry (journalism, broadcasting, advertising, social media) at least for 4 months or 16 weeks under industrial supervision. This training will be evaluated by the on-site supervisor from the organisation and the faculty co-ordinator. Students are required to provide a written report that details his or her weekly activities, vetted by the on-site supervisor, upon completion of the industrial training.

Course Learning Outcome (CLO) :
CLO1: Communicate using appropriate soft skills while working on a project with team members at the workplace.
CLO2: Perform with diligence work activity under the guidance of the site supervisor and support of other senior employees.
CLO3: Demonstrate ability to use hardware and software resources available at the workplace as instructed by the site supervisor.

1.7.2 Bachelor in Communication (Honours)

Year 1 Communication Subjects

MCH1004 : Marketing Communication
Credit Hours : 4
Prerequisite(s) : None
Description : 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.

Course Learning Outcome (CLO):
CLO1: Compare and contrast the differences and similarities between advertising and marketing communication.
CLO2: Explain and demonstrate the concept of integrated marketing communication.
CLO3: Apply principles of advertising and promotion in a communication setting.

MCH1014 : Mass Communication
Credit Hours : 4
Prerequisite(s) : None
Description : The course introduces students to Mass Communication where they will learn the general mass communication theories, explore the history and evolution of various types of media as well as examine the impacts of mass media on contemporary culture and society. Areas of coverage include, newspapers and journalism, magazine and book publishing, radio and television broadcasting, motion pictures, music recording, Internet and social media, cable and satellite communication, advertising and public relations, government regulation of the mass media and media ethics.

Course Learning Outcome (CLO):
CLO1: Discuss mass communication theories, tools, characteristics, relevant issues and trends.
CLO2: Explain the relationship between traditional mass media, new media, and society obtained from literatures.
CLO3: Propose solution to relevant and ethical issues in mass communication through a group work.

MCH1024 : Public Speaking
Credit Hours : 4
Prerequisite(s) : None
Description : 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.

Course Learning Outcome (CLO):
CLO1: Design various types of speech, such as informative, persuasive and commemorative.
CLO2: Demonstrate meaningful research on a variety of topics.
CLO3: Use presentation aids to enhance your speeches.

MCH1034	:	Business Communication
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	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 analyzing how people communicate within business and professional organizations, and how this communication is changing.

Course Learning Outcome (CLO):
CLO1: Apply approaches and techniques of effective communication at workplace, such as employment communication, teamwork, listening, etc.
CLO2: Develop effective written business communication, such as correspondence, proposals, and special reports.
CLO3: Explain the implication of technology, multiculturalism and globalization for the business world.

MCH1044	:	Multimedia Design
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	This course introduces the students to the role of graphic design in mass communication. Students will learn to use desktop designing software specifically to create graphics.

Course Learning Outcome (CLO):
CLO1: Identify and demonstrate design elements and principles to construct layout and form
CLO2: Demonstrate the ability to use media publishing software to produce publication design
CLO3: Combine texts and images effectively in a layout according to the principles in publication design.

MCH1054	:	Writing for Mass Media
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	This course introduces students to fundamental news reporting and writing for all media including print, broadcasting, electronic, web, public relations and advertising. It also introduces students to writing in a professional environment and to the generally accepted forms of writing for the mass media. Grammar and language skills are also refined as well as the introduction of Associated Press style.

Course Learning Outcome (CLO):
CLO1: Write correctly and clearly using the formats and media writing styles appropriate for the audiences and purposes for print, broadcasting, electronic, web, public relations and advertising platforms.
CLO2: Demonstrate proficiency in writing including basic grammar and style and the use of the Associated Press stylebook.
CLO3: Construct effective information gathering skills and techniques to evaluate information appropriate to print, broadcasting, electronic, web, public relations and advertising platforms.

MCH1064	:	Journalism
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	This course introduces students to contemporary journalistic practice. It equips students with the principles and practice of journalism, including skilful interviewing and research, crafting leads and story structure, working with speed and accuracy, explore classic examples of journalistic writing, and instils ethical behaviour. It also provides an overview of journalism, its history, its future, and its role in a democratic society, allowing students to practice writing for a wide range of publications and audiences.

Course Learning Outcome (CLO):
CLO1: Apply various theories and concepts in contemporary journalism.
CLO2: Prepare accurate and compelling stories in relevant and engaging format by employing journalistic interviewing and observational techniques.
CLO3: Display journalistic integrity and meeting datelines with high-quality work either individually or collaboratively.

MCH1074	:	Human Communication
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	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.

Course Learning Outcome (CLO):
CLO1: Explain the understanding of the theories, challenges and goals of human communication.
CLO2: Practice foundational skills of critical listening, speaking and presentation in a variety of social and cultural contexts.
CLO3: Describe the internal and external forces that shape society and how it affects and is affected by communication.

MCH1084 : Entrepreneurship

Credit Hours : 4

Prerequisite(s) : None

Description : 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.

Course Learning Outcome (CLO):

CLO1: Discuss what is meant by entrepreneurship from a theoretical and practical perspective, and the role of the entrepreneur in the new enterprise creation process.

CLO2: Describe the ways in which entrepreneurs perceive opportunity, manage risk, organise resources and add value.

CLO3: Develop a plan for implementing entrepreneurial activities in a globalised and competitive environment being responsible for the social, ethical and culture issues.

MCH1094 : English for Academic Purposes

Credit Hours : 4

Prerequisite(s) : None

Description : This course aims to develop students' skills, confidence and a high level of proficiency using English in reading and writing university-level texts; listening and understanding spoken languages; as well as speaking skills and delivering oral presentations in a university environment in order to maximise their academic potentials.

Course Learning Outcome (CLO):

CLO1: Apply suitable academic writing strategies based on audience, purpose, and type of task.

CLO2: Use correctly correct grammatical rules to clearly express ideas

CLO3: Maintains ethics of academic writing by carefully evaluating source quality and correctly cites original source

Year 2 Communication Subjects

MCH2014 : Communication Theories

Credit Hours : 4

Prerequisite(s) : None

Description : The course exposes students with a current and comprehensive discussion of influential theories in communication. It offers theoretical and practical perspectives on communication theory – the social scientific,

interpretative, and critical approaches. The main goals are to provide students with a complete understanding of the strengths and weaknesses of communication theories and to learn more generally about how to evaluate and critique theories at a more sophisticated level of understanding.

Course Learning Outcome (CLO):
CLO1: Analyse the criteria for evaluating communication theories.
CLO2: Perform automatically in applying appropriate theories to given communication contexts and situations.
CLO3: Conceptualise the critical understanding of the key concepts of media communications theory.

MCH2024	:	Communication Law and Ethics
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	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 the media organisations often abide to. It will also explain through case analyses how the federal and state agencies like FINAS, Censorship Board of the Ministry of Internal Affairs control individual and organizational communication

Course Learning Outcome (CLO):
CLO1: Evaluate the functions of the relevant communication laws and codes of professional practice and the regulatory bodies that enforce them.
CLO2: Review the legal and ethical dilemmas arising from controversial thoughts and interpretations of communication laws, especially those of media laws
CLO3: Appreciate the communication laws and ethics that exist in Malaysia.

MCH2034	:	Intercultural Communication
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	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.

Course Learning Outcome (CLO):
CLO1: Outline the concepts of culture and dynamics that influence human interaction and communication across cultures.
CLO2: Guide into the insight of the general barriers in cross-cultural interaction.

CLO3: Express the feelings and perceptions of those from other cultures and improve their interpersonal and intercultural competencies

MCH2044 : Broadcast and Media
Credit Hours : 4
Prerequisite(s) : None
Description : To introduce, develop and provide knowledge and practical scriptwriting, producing, and online content design skills for various broadcast and new media programs and platforms with a content focus in news, news magazine, public service announcement and lifestyle programs.

Course Learning Outcome (CLO):
CLO1: Developing graduates who are capable of understanding communication, expression, and storytelling through media technologies, organizational, interpersonal and social context.
CLO2: Providing students with an understanding of the history, social and cultural roles of media in society. Focusing strong emphasis on narrative visual storytelling and personal expression.
CLO3: Developing in students an aesthetic understanding of media production and technical proficiency in areas such as video and visual production, writing and digital media development to create samples for students' future portfolios.

MCH2054 : Communication Issues in Digital Age
Credit Hours : 4
Prerequisite(s) : None
Description : This course allows students to become exposed to contemporary issues in marketing communication and

teaches students how to effectively communicate in the business world. It champions the importance of integrating all marketing communications and helps students understand how miscommunications are produced and transmitted. This course covers advertising and promotions, the role of social media, blogs, mobile messaging, and other marketing tactics. It helps students retain ideas; students do projects to apply concepts to real--life situations.

Course Learning Outcome (CLO):
CLO1: Become exposed to contemporary marketing communication issues.
CLO2: Analyse the issues in context and form.
CLO3: Examine and apply principles of marketing communication by projection.

MCH2064 : Media Audience Analytics
Credit Hours : 4
Prerequisite(s) : None

Description : Currently AC Nielsen and Synovate conduct annual studies to gather media users' demographic and psychographic data. Social media service providers like Facebook and YouTube also churn massive amount of data on their users. Such information is regarded crucial for many businesses and organisations as they conduct outreach, customer relations, branding and crisis management. This course provides students the available media audience data, its techniques of analysis and demonstrate specific ways to apply media analytics to marketing, sales, public relations, and customer management, using examples and case studies.

Course Learning Outcome (CLO):
CLO1: Compare and contrast the differences and similarities between the various types of media.
CLO2: Explain the concepts and strategies in the use of audience data by media owners, advertisers, advertising and PR agencies and public organizations.
CLO3: Integrate media audience data currently used in media planning, programming and scheduling of brand and corporate advertisements, TV program promotions and public service announcements.

MCH2074 : Social Research Methods
Credit Hours : 4
Prerequisite(s) : None
Description : 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.

Course Learning Outcome (CLO):
CLO1: Identify, summarise, analyse and illustrate the theoretical fundamentals of social research as a practice.
CLO2: Critically assess and apply different social research methods such as questionnaires, surveys, interviews, and statistical analysis. This will be applied through the research project.
CLO3: Use and apply SPSS as a tool of statistical evaluation and other related social research software.

MCH2084 : Acting for Media and Film
Credit Hours : 4
Prerequisite(s) : None
Description : Acting skills are central to the needs of all communication and media activities. This course aims to build skills and develop confidence in communication and presentation in a variety of settings by learning acting and vocal skills, body awareness, characterisation, speech, movement, script analysis, cultural and contextual studies that situate the student in a wider

context and preparation for their chosen profession. Stage management, production, direction, costume design and set building complete a course to the point where students become independent performers and communicators, committed to the management of their creative resources. The classes are fully integrated, designed to address the individual and group needs of students. The emphasis on the course is practical, interactive and immersive. Students will develop their own educational performance pieces which will be delivered to schools and created into standalone films.

Course Learning Outcome (CLO):
CLO1: Develop professional communication, performance and analytical skills.
CLO2: Practice acting in historical, contemporary and cultural contexts
CLO3: Apply skills appropriately and effectively in educational and professional contexts.

MCH2094	:	Public Relations
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	The course is designed to introduce students to some of the basic elements of contemporary public relations. The course provides information about its history, principles, practices and the fundamental responsibilities of public relations practitioners. This course also seeks to expose students to various practices in identifying and solving problems within the public relations industry.

Course Learning Outcome (CLO):
CLO1: Explain the role and function of contemporary public relations in today's society in a global context.
CLO2: Describe the evolution of public relations throughout history, and the range of careers available in today's contemporary practice.
CLO3: Discuss the basic process of public relations – research, planning, communication, evaluation.

MCH2104	:	Writing for Public Relations
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	The subject aims to develop professional writing skills required by public relations practitioners. Students will examine the conventions underlying a variety of writing forms associated with public relations communication including newsletters, brochures, annual reports and websites. They will also explore what is involved in writing within a particular genre, for a particular medium, to reach a specific public.

Course Learning Outcome (CLO):
CLO1: Demonstrate proficiency in applying strong written and visual communication skills to the wide variety of situations, in

which students are likely to encounter in their careers as professional public relations practitioners.
CLO2: Apply principles of ethical persuasive writing in public relations.
CLO3: Use AP Style, as well as correct grammar, spelling and punctuation.

MCH2114	:	Advertising
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	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.

Course Learning Outcome (CLO):
CLO1: Identify the role and functions of advertising and how it integrates with other form of communication.
CLO2: Differentiate and explain the various disciplines, components and media functions related to advertising.
CLO3: Articulate and analyse advertising effects and impact on individual, society and consumer behaviour.

MCH2124	:	Consumer Behaviour
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	Consumer Behaviour explores how the examination and application of consumer behaviour is central to the planning, development, and implementation of marketing strategies. To provide the student with an understanding of consumer behaviour from a marketing, societal, and personal perspectives. To provide a working knowledge of the terminology and concepts of consumer research and consumer behaviour. 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.

Course Learning Outcome (CLO):
CLO1: Comprehension of Consumer Behaviour – case studies, factors, concepts and theories of consumer research and influences of consumer behaviour.
CLO2: Demonstrate understanding of consumer behavior from a marketing perspective and how findings in the above fit into the marketing mix strategies.
CLO3: Development of analytical and critical thinking skills through the design and study of different consumer behavior approaches and research topics. Recognizing the challenges companies and managers / management face in this dynamic

environment, to balance organizational goals/ objectives while still being socially responsible.

MCH2204 : Information Technology, Mass Media and Society
Credit Hours : 4
Prerequisite(s) : None
Description : This subject 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. To provide an understanding of the roles of mass media in society. To highlight the relationships among the media industry, audiences, technology and the social world. To discuss the effects of mass media on society and how economics, political and technological factors affected the media

Course Learning Outcome (CLO):
CLO1: Comprehend and Interpret current events with respect to implications on and by the media
CLO2: Relate and Analyse high profile media events in relation to media theory
CLO3: Express and Hypothesize rationale of media coverage

MCH2304 : Communication in the Workplace
Credit Hours : 4
Prerequisite(s) : None
Description : These subject studies the theoretical and applied aspects of communication within organizations. Students should gain an overview on how organizations use communication skills they need to function effectively in organizations.

Course Learning Outcome (CLO):
CLO1: Comprehend how media owners manage their operations.
CLO2: Compare and Analyse the best management practices of media companies.
CLO3: Articulate and Analyse the contemporary issues involving content providers and receivers.

Year 3 Communication Subjects

MCH 3016 : Dissertation
Credit Hours : 6
Prerequisite(s) : None
Description : 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.

Course Learning Outcome (CLO):
CLO1: Interpret and synthesise the primary and secondary literature related to the student's thesis topic and found and read by the student through research activities.
CLO2: Recognize, explain, and compare academic arguments within the context of the student's research.
CLO3: Articulate evaluations of and arguments about primary and secondary literature in writing and in speech, persuasively and at a level befitting an honours undergraduate student.

MCH 3024	:	Audio Visual Editing
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	This course approaches the concept of editing holistically as a process of artistic synthesis rather than strictly as a specialized technical skillThe course aims to inspire and develop to be the creative editor – the person with an understanding of dramatic structure, a keen sense of timing, a compulsion to seek out the scene's hidden values, and the technical skills needed to bring all these talents to bear on the film he or she edit.

Course Learning Outcome (CLO):
CLO1: Understand the technical and conceptual aspects of audio production and postproduction.
CLO2: Demonstrate competency in editing projects using Final Cut Pro X or Adobe Premiere Pro and Adobe Audition at intermediate level.

MCH 3034	:	Media Planning
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	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.

Course Learning Outcome (CLO):
CLO1: Identify the role of media planning/buying in advertising and marketing communication.
CLO2: Demonstrate on media selection process, media measurement and evaluation methods used in estimating, buying and planning.
CLO3: Design and propose a media plan proposal and presentation that meets the marketing objective, media objective, media strategy and media budget.

MCH 3044	:	TV Production Management
Credit Hours	:	4
Prerequisite(s)	:	None

Description : The course will provide a working knowledge of the role of the executive and line producer in pre- through post-production on a television project. Included in the process will be production planning, budgeting, scheduling, business considerations and post-production process management. The coursework will prepare students interested in producing/production management with a practical knowledge of the steps and tools necessary to complete a successful production.

Course Learning Outcome (CLO):
CLO 1: Outline understanding in identifying production management processes, terms and required documentations.
CLO 2: Identify the ability to critically analyze and solve complex problems related to TV production management, such as budgeting, scheduling, and resource allocation, by applying industry-standard practices and innovative strategies.
CLO 3: Display the ability to effectively manage and execute key TV production processes, including pre-production planning, production coordination, and post-production activities, by applying industry-standard tools and techniques.

MCH 3054 : Social Media and Mobile Marketing
Credit Hours : 6
Prerequisite(s) : None
Description : 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.

Course Learning Outcome (CLO):
CLO1: Clarify the major forms of social media and digital marketing and discuss their rapid growth globally.
CLO2: Appraise how companies have capitalized mobile marketing in response to the internet and the digital age with various online marketing strategies.
CLO3: Measure how companies use social media and mobile marketing to engage consumers and create brand community.

MCH 3064 : Documentary Production
Credit Hours : 4
Prerequisite(s) : None
Description : This course familiarizes the students with the nature and purpose of documentary as well as the fundamentals of documentary writing. Concept, writing techniques,

storytelling and examining various styles of documentary will be taught. Using a hands-on and project oriented approach, this course will take a beginner to an advanced level of competency in producing documentaries.

Course Learning Outcome (CLO):
CLO1: Describe and classify the various theories, concepts and elements of documentary.
CLO2: Produce a creative documentary production on the subject/genre.
CLO3: Differentiate and apply the work of a production and technical crew.

MCH 3074	:	Public Relations Campaign
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	This course aims to introduce students the process of campaign development, management and evaluation using the principles and strategies of public relations and agency management by recreating real-world professional settings. Students will master the elements of a strategic communication campaign through extensive real-life examples and will be evaluated according to the quality, creativity and professionalism of their final project.

Course Learning Outcome (CLO):
CLO1: To obtain a keen knowledge of effective communication campaign and to demonstrate the application of students' previously acquired skills and knowledge in the study of public relations through developing, executing and evaluating a public relations campaign.
CLO2: To comprehend the role and importance of research in responding to potential or immerging public relations problems or utilizing potential opportunities.
CLO3: Select appropriate mass media, digital media and direct strategies and tactics to accomplish stated goals and objectives.

MCH 3078	:	Industrial Training
Credit Hours	:	6
Prerequisite(s)	:	None
Description	:	Industrial Training is important for making a communication student work ready. To graduate, a student of the Faculty of Communication must complete a minimum of four months of approved Industrial Training. It means, a graduate has some real on-the-job experience. A graduate of a diploma program might A student that might have gained work experience at the Diploma should treat this industrial training as just the next step up.

Course Learning Outcome (CLO):
CLO1: Acquire knowledge of the industry in which the internship is done.

CLO2: Work independently or with multidisciplinary teams and display leadership qualities in determining solutions to the communication issues.
CLO3: Apply basic business and real world perspectives and demonstrate entrepreneurial skills.

MCH 3084	:	Propaganda and Persuasion
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	This course will examine propaganda and persuasion as well as understanding how public opinion impact global politics and governing. This course will also focus on historical developments in propaganda, including changes that arose from the advent of traditional and new media. Students will also learn the techniques of sociological and political persuasion, mass media and public opinion and the developments in international propaganda.

Course Learning Outcome (CLO):
CLO1: Identify and explain major concepts in the studies of propaganda, persuasion and public opinion.
CLO2: Examine the processes underlying persuasion and public opinion by exemplifying these with reference to significant historical and current events.
CLO3: Discuss ethical conventions that prohibit the misuses of propaganda and manipulation of public opinion.

MCH 3094	:	Crisis Communication
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	This course examines the interdisciplinary and relational nature of crisis communication from conceptual and practical perspectives. This course will discuss what constitutes and causes organizational crises, how to avoid crises, what to do when a crisis hits, and how to learn from past crises and prevent future problems. Through a range of case studies, the course will explore how crises affect organisations across the business, community, government, and not-for-profit sectors and will engage in depth with the role of crisis management and communication in strategic planning.

Course Learning Outcome (CLO):
CLO1: Examine the nature of organizational crises, crisis management theory and effective crisis management principles.
CLO2: Identify effective crisis communication principles to develop strategic crisis responses for external and internal stakeholders designed to minimize the negative impact of a crisis.
CLO3: Construct crisis communication strategies and develop productive critiques of organisational responses to major crises

MCH 3104	:	Advertising Copywriting
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	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.

Course Learning Outcome (CLO):
CLO1: Describe and classify the role of copywriting in advertising and other marketing communication tools.
CLO2: Demonstrate and produce persuasive and effective copy.
CLO3: Identifyand compare the creative techniques employed for each advertising medium.

MCH 3114	:	Creative Advertising
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	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.

Course Learning Outcome (CLO):
CLO1: Describe and classify the various functions of creative advertising and how it must work with other form of communication.
CLO2: Demonstrate and produce creative work and production in proposing an advertising campaign
CLO3: Identify and apply the foundations of research and audience analysis that is imperative to successful creative work.

MCH 3124	:	Advertising Campaign
Credit Hours	:	4
Prerequisite(s)	:	None
Description	:	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.

Course Learning Outcome (CLO):

CLO1: Define and demonstrate principles of advertising management, planning and managing the workflow.
CLO2: Produce strategic planning, creative production and media planning for advertising campaign.
CLO3: Design strategies and ideas for advertising campaign.

1.8 Awards

1.8.1 Introduction

Since its establishment in 1986, HELP University (then known as HELP Institute) has awarded numerous scholarships to encourage academically inclined Malaysian and international students who display leadership qualities to pursue tertiary education at the HELP. Many of these recipients have completed their courses and have embarked successfully on the careers which they have aspired for.

HELP University welcomes applications from high academic achievers for Distinction Awards and Merit Awards from both new and continuing students. Distinction Awards are given to newly registered students of our undergraduate programs. Students who have obtained outstanding results in their STPM/A- Level/SAM/TEE/CPU/UEC/Foundation examinations are eligible to apply. Merit Awards are given to continuing students of HELP University who have excelled in the previous academic year's examinations.

In addition, HELP University also provides Financial Assistance to students who are facing financial difficulties but are not eligible for scholarship awards based on academic achievements. The financial assistance will take the form of an interest-free study loan which is granted at the discretion of the Scholarship Committee and which is intended to assist them in financing their studies at HELP.

To refer updated scholarship booklet

1.9   Extra Curriculum Activities

1.9.1   Introduction

Although the emphasis of the Faculty of Humanities and Social is firmly placed on developing academic skills, it is also important that students learn to socialise and participate in a wide range of activities. Our students are encouraged to get involved in extra-curricular activities and to take advantage of the numerous opportunities, to have fun and to widen their cultural, sporting and social horizons.

1.9.2   Comm Voice (Student Council)

The Comm Voice Student Council is a student representative body that works in partnership with the faculty through various avenues. Among their key roles include facilitating communication between the faculty and the students, actively working hand in hand with communication clubs IPRMSA, CPS and Radio Club in organizing events etc. Comm Union serves as a platform for students to demonstrate their leadership qualities as well as their ability to promote team spirit as a whole.

1.9.3 Institute of Public Relations Malaysia Student Association - HELP University Student Chapter

The Institute of Public Relations Malaysia Student Association (IPRMSA) was established in collaboration between the Institute of Public Relations Malaysia (IPRM) and HELP University, with the common goal of bringing together students who have a collective interest in participating public relations programmes. Working together with the communication clubs, IPRMSA offers a platform for students to gain various public relations skills and knowledge that is put into practice; simultaneously allowing students to foster good relationships with industry professionals.

1.9.4 Creative Production Society (CPS)

Creative Production Society comes in many forms – photography, graphic design, directing, editing, creating, writing etc. With the magnitude of avenues existing today, the CPS aims to provide BComm students the touch and feel of the different aspects in media applications. Bridging the gap between practical and theoretical aspects, CPS seeks to apply their knowledge, skills and ideas through digitally designed art, taking their first step into the creative community. With CPS, it is a constant creative and artistic process that will offer students the opportunity to communicate their ideas across that meet industry requirements.

1.9.5 Radio Club

The HELP Radio Club is our campus online streaming radio station which is broadcasted from the studio at Wisma HELP. Members are equipped with the practical skillset to manage a radio station along with its programmes. Additionally, members are also presented with the rare opportunity to conceptualise and implement radio broadcast programmes as well as the experience of going live on-air! Currently, its programmes cover a wide spectrum ranging from news, commentaries, sports, young adult, music etc, which are catered towards the interests of students, department, faculty and administration of the university.

<mark>1.10   Staff List</mark>

1.10.1.1   Administrative

Head of Department
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1.10.2 Academic (Communication Course)

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Senior Lecturer
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Lecturer

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