

COMMUNICATION, MEDIA & CREATIVE INDUSTRIES

NURIN
COMMUNICATION
STUDENT



5 STARS
INSTITUTION



MAKE YOUR VOICE MATTER. BECOME WHO YOU'RE MEANT TO BE.

OUR MISSION

IS TO HELP EVERY STUDENT SUCCEED IN LIFE AND TO LIVE A LIFE OF SIGNIFICANCE

We've built this commitment around four key pillars that shape your journey with us:



ACADEMIC EXCELLENCE

Learn from passionate educators who go beyond textbooks to make every class engaging, inspiring, and meaningful.



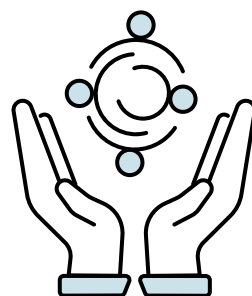
LIFE AND CAREER PREPARATION

Gain the confidence, skills, and real-world know-how to thrive through enhanced curriculum.



VIBRANT STUDENT LIFE

From clubs and events to building friendships, campus life at HELP is about discovering your joy, passion, and purpose.



WELLNESS AND COMMUNITY

Feel at home in a caring, supportive environment where your wellbeing truly matters.



HOW WE ARE PREPARING YOU TO SUCCEED IN AN AI WORLD

1

8 HELP Graduate Attributes Equipping you with key human skills:

- Digital Agility
- Social Intelligence
- Strategic Communication
- Mental Agility
- Environmental & Global Literacy
- Moral Courage
- Resilience & Wellness
- Clarity of Purpose

2

Real-World Projects

Work on real company projects and build the professional skills employers want.

3

Industry-Relevant Micro-Credentials

Enhance your resume with credentials from top global companies.

4

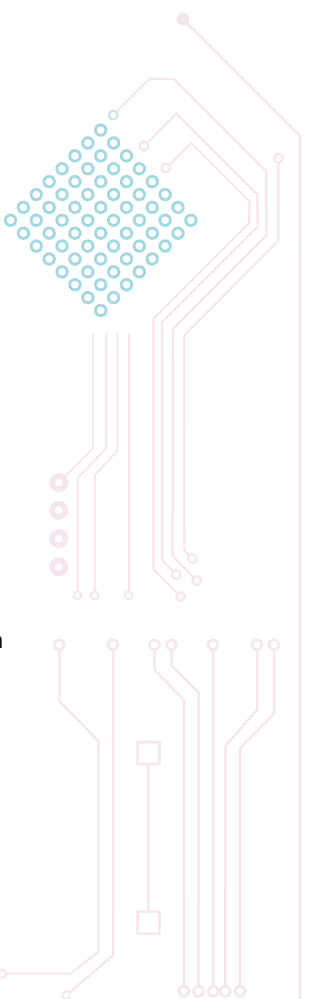
Mentoring and Expert Talks

Learn future-ready skills from industry mentors and global thought leaders.

5

Internships With Top Organisations

Internship programmes with over 1,000 companies.



8 HELP GRADUATE ATTRIBUTES

Our curriculum blends essential life skills with professional know-how to prepare students for success in both work and life.

	DIGITAL AGILITY	Offered by <u>Microsoft</u> • Python for Beginners	Offered by <u>Google</u> • Introduction to Generative AI • Getting Started with Data • Getting Started with Cybersecurity
	SOCIAL INTELLIGENCE	Offered by <u>Google</u> • Brainstorm Ideas in a Group Offered by <u>HELP University</u> • Understanding People / Behaviour Insights	Offered by <u>LinkedIn Learning</u> • Developing Your Emotional Intelligence Offered by <u>University of Cape Town</u> • Becoming a Changemaker: Introduction to Social Innovation
	STRATEGIC COMMUNICATION	Offered by <u>Google Garage</u> • Communicate your Ideas through Storytelling and Design	Offered by <u>HELP University</u> • Digital Content Creation Offered by <u>HP Life</u> • Effective Presentation Communication
	MENTAL AGILITY	Offered by <u>IBM</u> • Solving Problems with Creative and Critical Thinking	Offered by <u>HELP University</u> • Effective Learning Skills
	ENVIRONMENTAL & GLOBAL LITERACY	Offered by <u>World Vision</u> • Global Citizenship • Planetary Health	Offered by <u>HRDC</u> • ESG Awareness
	MORAL COURAGE	Offered by <u>UNICEF</u> • Community Engagement and Humanitarian Programmes	Offered by <u>World Vision</u> • Volunteerism
	RESILIENCE & WELLNESS	Offered by <u>HELP University</u> • Stress Management • Psychology First Aid	Offered by <u>St. John Ambulance</u> • First Aid and CPR Offered by <u>HRDC</u> • Time Management
	CLARITY OF PURPOSE	Offered by <u>CAREERsense</u> • Career Readiness • Interviewing and Resume Writing	Offered by <u>HELP University</u> • Personality Testing

*Disclaimer : Some of these short courses are offered through open-source platforms and are compulsory for all HELP students.

SERVE INTERNSHIPS AND START YOUR CAREER WITH TOP ORGANISATIONS

Graduates from HELP University's Faculty of Communication, Media, and Creative Industries have secured roles in top companies, showcasing strong industry ties and graduate excellence. Notable employers include:

Astro **Media Prima** **BFM 89.9** **Viu Malaysia**
Leo Burnett **Ogilvy & Mather** **Grey Group**
McCann Erickson **BBD0 Malaysia** **Edelman Malaysia** **CIMB** **Grab** **Burson Cohn & Wolfe**
Free Malaysia Today (FMT) **Weber Shandwick**
Google Malaysia **REV Media Group** **Petronas iMedia Asia** **Telekom Malaysia** **Fave** **AirAsia**
Maybank **KRU Studios** **Primeworks Studios**
Animonsta Studios **WWF-Malaysia** **FINAS**
United Nations Malaysia **TikTok Malaysia**
Mercy Malaysia **Shopee** **Canva Malaysia**
Lazada

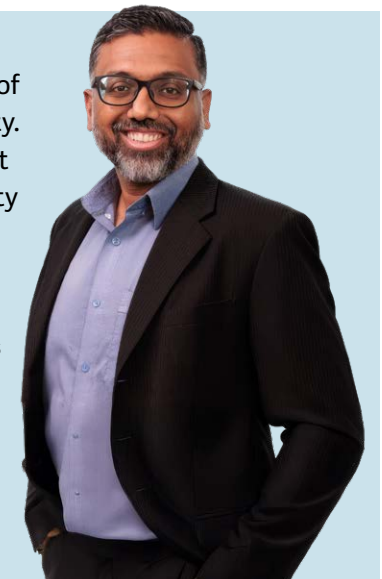
"Cultivating these attributes today empowers you to thrive tomorrow, as you become a leader, a problem-solver, and a lifelong learner in an ever-changing world."

Venon Tian
Chief Operating Officer
ZUS Coffee



"Staying resilient in pursuit of success comes with tenacity. For young people, the secret lies in balancing digital agility with the timeless strength of human connection and empathy - both for self and others, and these attributes are aligned with the needs."

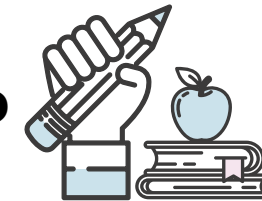
Vinesh Naidu
Director, Human Capital
PwC Malaysia





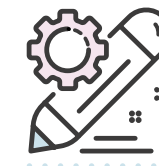
WHY STUDY COMMUNICATION, MEDIA & CREATIVE INDUSTRIES @ HELP

BEYOND BOOKS



Industry field trips and hands-on training in broadcast centres, film studios, and radio stations.

INDUSTRY MICRO-CREDENTIALS



Earn your DaVinci Resolve 20 Certification while you study.

REAL-WORLD PROJECTS



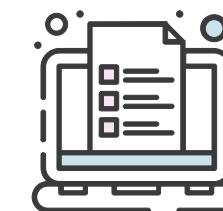
Career-ready curriculum built around live industry projects.

INDUSTRY EXPOSURE



Gain insights through expert-led workshops and a strong alumni network.

100% COURSEWORK-BASED:



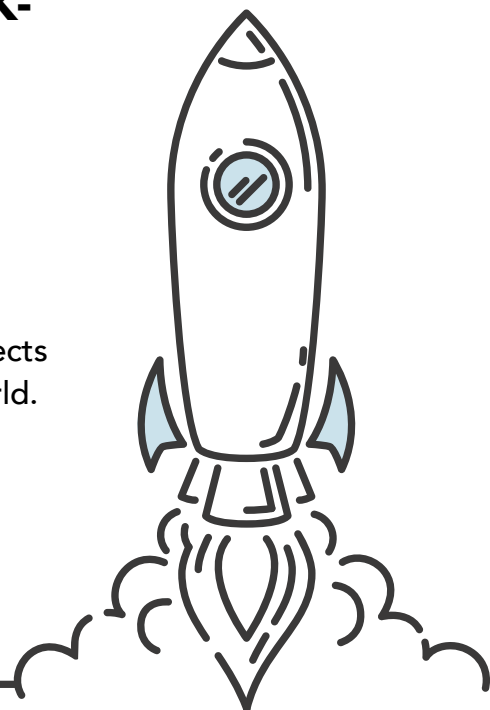
Learn by doing — projects that mirror the real world.

FUTURE-READY SKILLS

Build technology fluency with integrated AI, VR, and immersive learning tools.



Scan and Explore our diverse and accomplished academic team



ALUMNI TESTIMONIAL



"My time at HELP University was such an important phase of my journey. The classes were very hands-on, with presentations, case studies, group projects, and practical assignments that felt close to the real industry. It helped me build confidence in communication and presenting, and made everything feel more real and applicable. In my final semester, I completed my internship at Impact Communications as a PR Intern, where being exposed to real clients confirmed this was the path I wanted. After my internship, I was offered a full-time role as a PR Executive, which marked the official start of my career in public relations."

Teereth Kaur Gill
Bachelor of Communication (Public Relations) (Honours)



"At HELP University, I was given countless opportunities to grow, challenge myself beyond my comfort zone, and develop new skills that have shaped the person I am today. I am very grateful!"

Lai Yean Nie
Bachelor of Communication
(Media Studies) (Honours)



"My journey at HELP University was truly life-changing. During my Bachelor of Communication (Marketing Communication) programme, I was exposed to many events and hands-on activities that pushed me out of my comfort zone. I had the chance to emcee events, act in productions, take part in production planning and join camps, things I never imagined myself doing before university. These experiences helped me grow in confidence and strengthen my communication, leadership, and teamwork skills. HELP not only prepared me academically, but also shaped me into a more confident and capable person."

Zoey Marie Phillips
Bachelor of Communication
(Marketing Communication) (Honours)

"My journey at HELP University has truly been meaningful and transformative. I began my Diploma in 2021 and credit transferred into my Degree in 2024, completing my studies in less than two years. Grateful for opportunities like participating in a stage play and receiving the Merit Award, I was supported by patient lecturers throughout. Studying Mass Communication opened many doors, from internships at an advertising agency and production house to freelancing, and today I work full-time as a Social Media Manager. HELP University was not just a place of learning, but where I grew, discovered my strengths, and built lasting connections."

Cindy Wong Sing Yie
Bachelor of Communication
(Media Studies) (Honours)

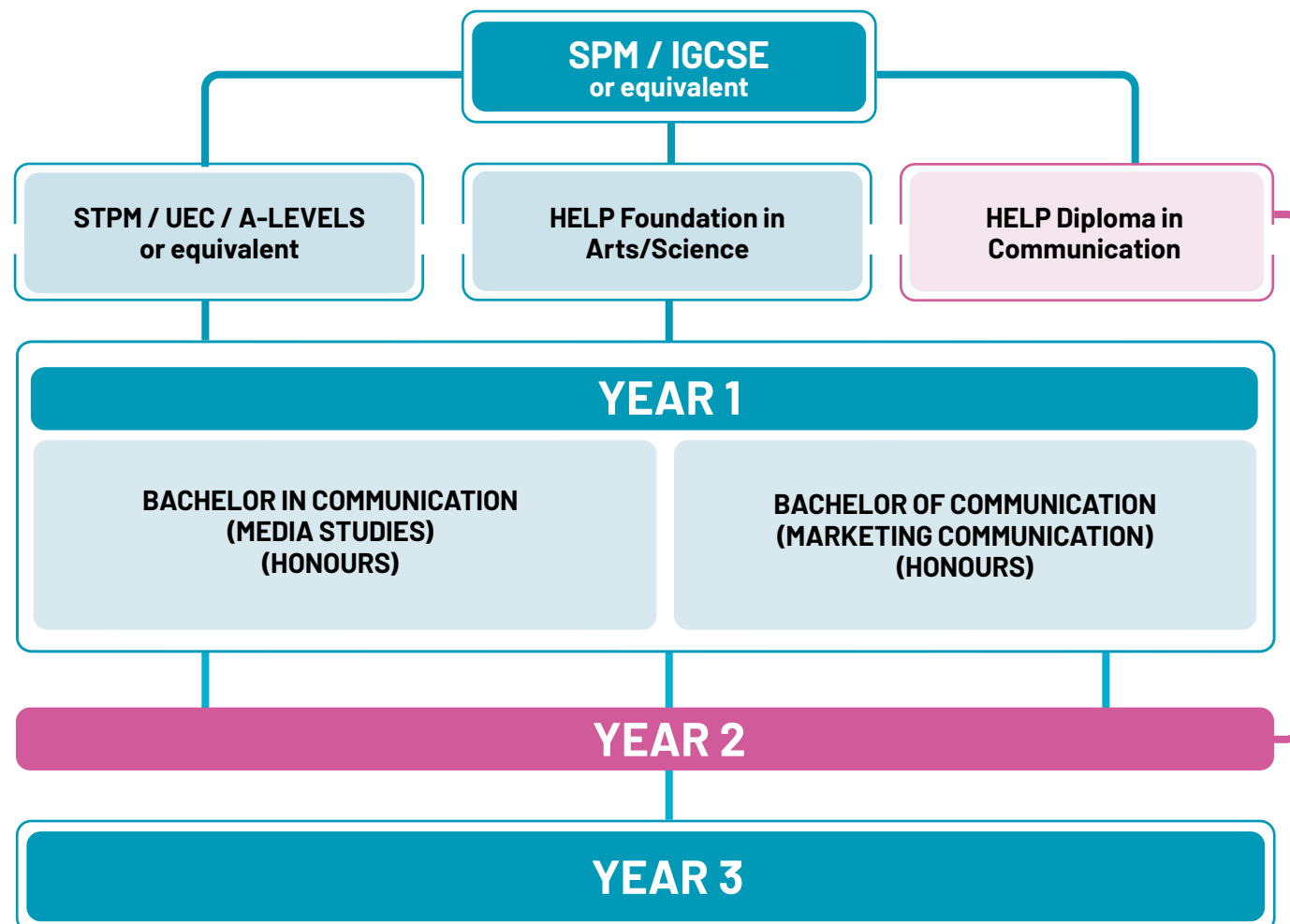


"My time in the Faculty of Communication, Media & Creative Industries (FCMCI) at HELP University played a significant role in shaping who I am today, both creatively and professionally. It was there that I discovered my passion for filmmaking and directing, while developing real-world skills through hands-on projects and a collaborative learning environment. These experiences gave me the confidence to pursue freelance videography and work towards a Master's in Film & Television. I remain deeply grateful to FCMCI for the guidance and opportunities that continue to shape my journey."

Nurin Nathasya Binti Faizzal
Bachelor of Communication
(Media Studies) (Honours)

UNLOCKING A WORLD OF OPPORTUNITIES

From secondary education to university and beyond, we'll help you explore your options, earn your degree, pursue postgraduate opportunities and step confidently into a successful career.



DIPLOMA IN COMMUNICATION

(R2/0321/4/0121) (03/29) (MQA/FA4419)

Developed with industry experts and educationists, this programme equips students with real-world skills and a seamless pathway into three Bachelor of Communication programmes at HELP University.

PROGRAMME DETAILS

- 2-year programme
- 100 % Coursework
- 25 subjects to be completed in a minimum period of 2 years

INTAKES

January, May, August

YEAR 1

COMMON CORE

- Mass Communication
- Human Communication
- English for Academic Purposes
- Public Speaking and Presentation Skills
- Public Relations
- Multimedia Design
- Marketing Communication
- Writing for Mass Media
- Principles of Journalism
- Entrepreneurship
- Acting for Film and Theatre
- Discovering Oneself

YEAR 2

COMMON CORE

- Graphics and Publication Design
- Digital Media Showcase
- Final Year Project
- Introduction to Digital Marketing
- Industrial Training

DISCIPLINE CORE

- Visual Communication
- Creative Media Production
- Advertising

ELECTIVE

- Media, Technology & Society
- Digital Photography Techniques

MPU SUBJECTS

MPU1 (Choose 1)

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa
- Bahasa Melayu Komunikasi 1 (International)

MPU2 / MPU3

- Bahasa Kebangsaan A (for Local students without a credit in SPM Bahasa Melayu), and
- Integrity and Anti-Corruption (Malaysian and International)

MPU4

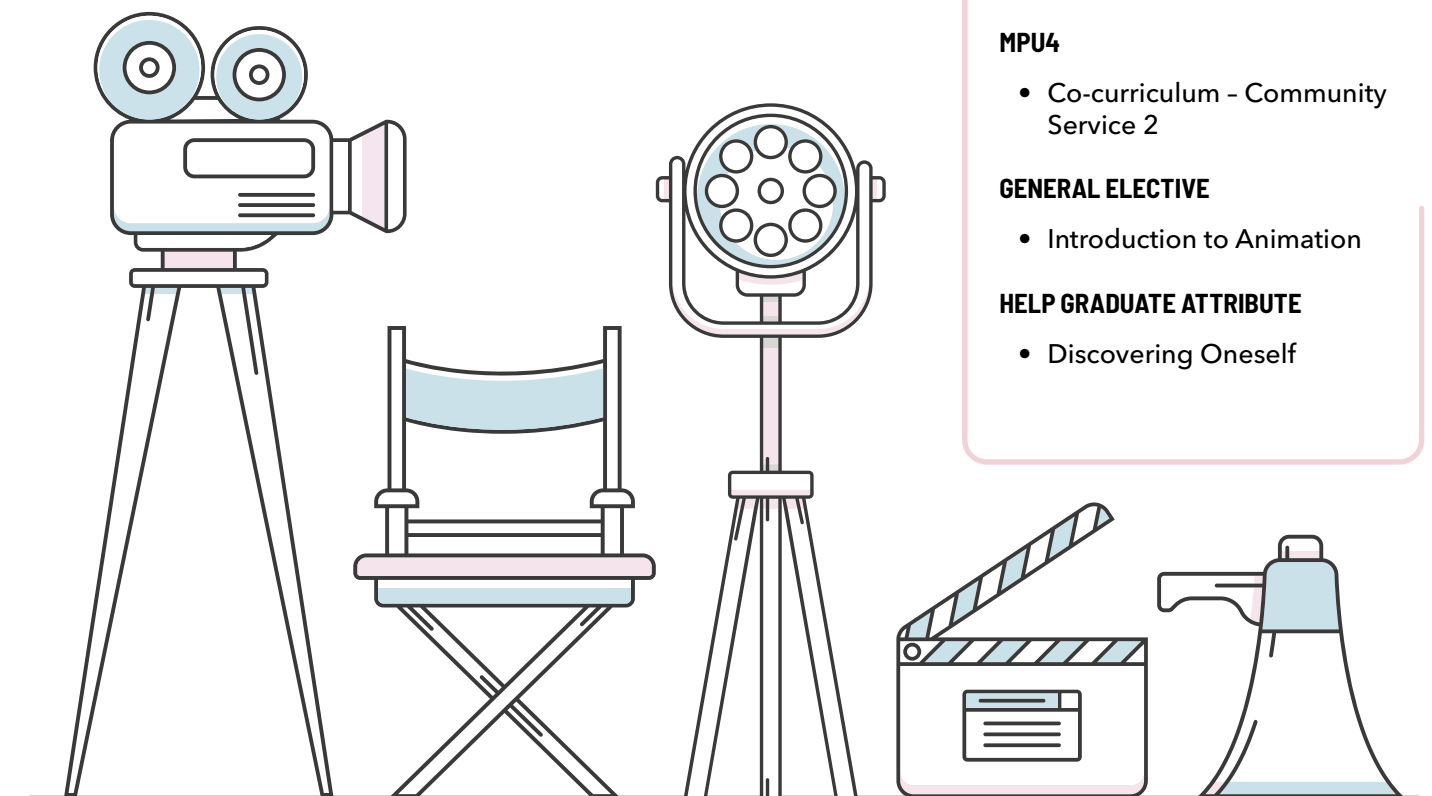
- Co-curriculum - Community Service 2

GENERAL ELECTIVE

- Introduction to Animation

HELP GRADUATE ATTRIBUTE

- Discovering Oneself



BACHELOR OF COMMUNICATION (MARKETING COMMUNICATION) (HONOURS)

(R3/0323/6/0062) (03/30) (A6244)

Developed alongside industry professionals and top academics, the programme equips students with hands-on experience, in-demand skills, and the confidence to step into careers in digital marketing, marketing communications, or business.

PROGRAMME DETAILS

- 3-year Honours programme
- 32 subjects to be completed in a minimum period of 3 years
- 100 % Coursework

INTAKES

January, May, August

YEAR 1

- Mass Communication
- Public Speaking
- Business Communication
- Multimedia Design
- Writing for Mass Media
- Journalism
- Human Communication
- Entrepreneurship
- English for Academic Purposes
- Marketing Communication
- Discovering Oneself

Two **Year 1** MPU subjects

- Consumer Behaviour
- Information Technology, Mass Media & Society
- Social Research Methods
- Communication in the Workplace
- Engaging the World

One **Year 2** MPU subject

YEAR 3

- Graduate Degree Showcase
- Media Planning
- Advertising Copywriting
- Creative Advertising Strategies
- Social Media and Mobile Marketing
- Advertising Campaign
- Industrial Training

One **Year 3** MPU subject

MPU SUBJECTS

MPU1 (Choose 2)

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa
- Bahasa Melayu Komunikasi 2 (International)

MPU2 / MPU3

- Bahasa Kebangsaan A (for Local students without a credit in SPM Bahasa Melayu)
- Integrity and Anti-Corruption (Malaysian and International)

MPU4

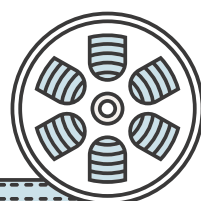
- Co-curriculum - Event Management 2

GENERAL ELECTIVE:

- Animation Techniques

HELP GRADUATE ATTRIBUTE

- Discovering Oneself
- Engaging the World



BACHELOR IN COMMUNICATION (MEDIA STUDIES) (HONOURS)

(R3/0323/6/0063) (03/30) (A6242)

This programme offers an integrated approach, preparing graduates for both traditional and emerging media careers. From journalistic writing and film to photography and design, students are encouraged to explore their creativity while gaining practical skills in media management and marketing across today's digital-first platforms.

PROGRAMME DETAILS

- 3-year Honours programme
- 32 subjects to be completed in a minimum period of 3 years
- 100 % Coursework

INTAKES

January, May, August

YEAR 1

- Mass Communication
- Public Speaking
- Business Communication
- Multimedia Design
- Writing for Mass Media
- Journalism
- Human Communication
- Entrepreneurship
- English for Academic Purposes
- Marketing Communication
- Discovering Oneself

Two **Year 1** MPU subjects

YEAR 2

- Communication Theories
- Communication Law & Ethics
- Intercultural Communication
- Broadcast & New Media
- Communication Issues in the Digital Age
- Media Audience Analytics
- Social Research Methods
- Acting for Media and Film
- Engaging the World

One **Year 2** MPU subject

YEAR 3

- Graduate Degree Showcase
- Audio Visual Editing
- Media Planning
- TV Production Management
- Social Media and Mobile Marketing
- Documentary Production
- Industrial Training

One **Year 3** MPU subject

MPU SUBJECTS

MPU1 (Choose 2)

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa
- Bahasa Melayu Komunikasi 2 (International)

MPU2 / MPU3

- Bahasa Kebangsaan A (for Local students without a credit in SPM Bahasa Melayu)
- Integrity and Anti-Corruption (Malaysian and International)

MPU4

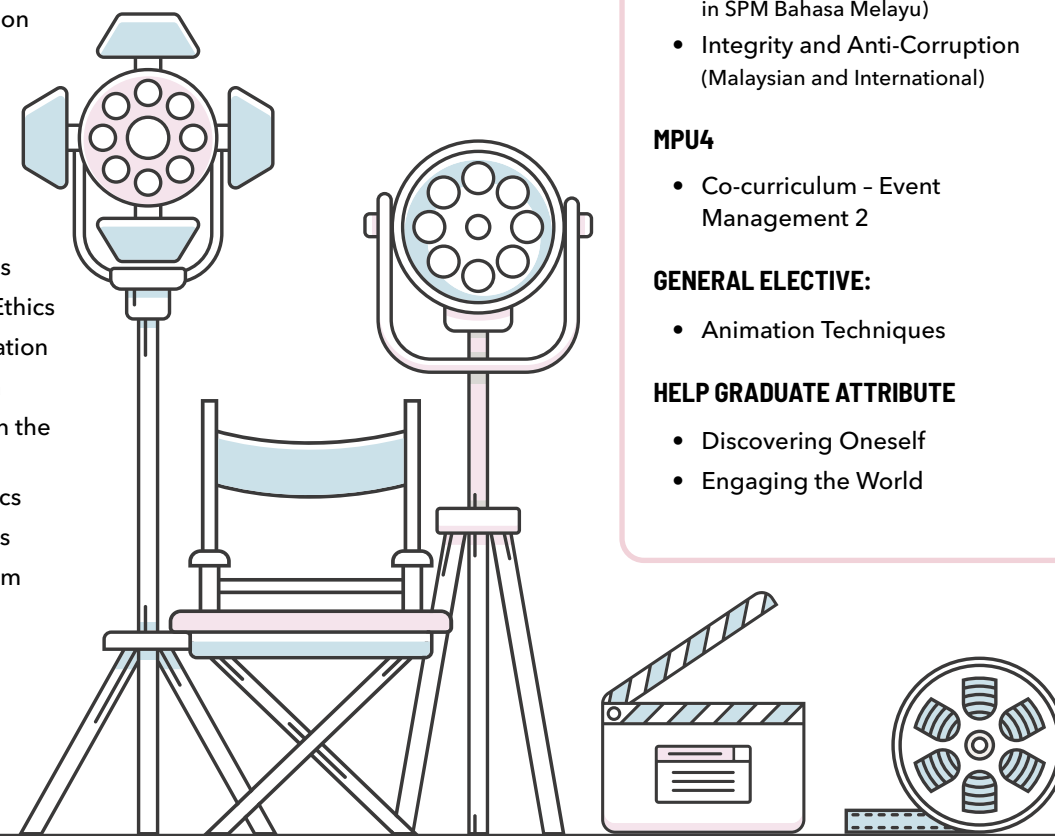
- Co-curriculum - Event Management 2

GENERAL ELECTIVE:

- Animation Techniques

HELP GRADUATE ATTRIBUTE

- Discovering Oneself
- Engaging the World



MASTER IN COMMUNICATION AND CREATIVE INDUSTRIES (OPEN AND DISTANCE LEARNING – ODL)

(XX/0323/6/0062) (XX/XX) (MQA/XXXXXXXXXX)

Shape the future of communication, media, and creative innovation with HELP University's Master of Communication and Creative Industries programme. Designed for aspiring leaders, strategists, content creators, and industry professionals, this programme equips graduates with advanced knowledge, critical insights, and practical expertise to thrive in the rapidly evolving communication and creative sectors.

The programme aims to:

- Develop highly skilled communication and creative industry professionals capable of navigating complex media landscapes, digital transformations, and emerging industry trends.
- Empower students to apply advanced theories, research methodologies, and strategic thinking to address contemporary challenges in communication, media, branding, creative content production, and audience engagement.
- Cultivate innovative leaders who can drive creativity, collaboration, and sustainable growth across diverse communication and creative industry settings at local, regional, and global levels.

OBJECTIVES

Upon successful completion, our graduates will be:

Strategic Communication and C Leaders:

Demonstrate advanced knowlec professional competence in communication, media, and crea industries, enabling them to lea projects, teams, and organisatio effectively.

Innovative Content and Industr Practitioners:

Apply creativity, critical thinking emerging technologies to devel impactful communication strate compelling content, and innovat solutions for industry challenges

Research-Informed Decision Ma

Utilise advanced research skills, analytical capabilities, and evide based approaches to evaluate communication phenomena, infi strategic decisions, and contribi industry development.

Influential Industry and Commu Contributors:

Exhibit strong communication, leadership, and collaborative ski engage diverse stakeholders, in public discourse, and create meaningful social, cultural, and economic impact.

Master in Communication and Creative Industries (Open and Distance Learning – ODL)

A Bachelor's Degree (Level 6, MQF) in Media and Communication

Min. CGPA 2.5

Any other Bachelor's Degree (Level 6, MQF) (Non-Media and Communication)

Min. CGPA 2.0 subject to a rigorous internal assessment and prerequisite courses determined by the HEP

Other qualifications equivalent to a Bachelor's degree (Level 6, MQF) in Media and Communication or related fields recognised by the Government of Malaysia

Must undergo rigorous internal assessment as determined by the HEP. (the requirement of CGPA is based on item i – ii)

COMMUNICATION, MEDIA AND CREATIVE INDUSTRIES

PROGRAMMES		ACADEMIC QUALIFICATION	MINIMUM ENTRY REQUIREMENT	
Diploma in Communication		SPM/ SPMV	Min. 3 credits including a Credit in English, pass in Bahasa Melayu and History	ENGLISH REQUIREMENTS
		GCE O Level	Min. 3 credits including a Credit in English	MALAYSIAN STUDENTS
		UEC	Min. 3 Bs including a Credit in English	Credit in English MUET Band 3
		STPM	Pass with Min. Grade C in any subjects	INTERNATIONAL STUDENTS
		Certificate in Media or Communication or any equivalent qualification	Pass	IELTS 4.5 or equivalent
		Any other equivalent qualifications recognised by Malaysian Government	Pass	
Bachelor of Communication (Marketing Communication) (Honours)	REQUIREMENTS	Matriculation or Foundation	Min. CGPA 2.0	ENGLISH REQUIREMENTS
		A-Levels	Min. 2Ds passes	
		UEC	5Bs	
		CPU	5 subjects passes with a min. average of 50%	
		IB	Min. 24 points	
		Australia Matriculation (eg. SACE, AUSMAT, TEE, VCE, NSW)	ATAR 50	
		STPM	A pass with a min. of Grade C (GP 2.0) in any TWO (2) subjects or equivalent	
Bachelor in Communication (Media Studies) (Honours)		STAM	A pass with a min. Grade of Jayyid (good)	INTERNATIONAL STUDENTS
		Diploma	Min. CGPA 2.0	

EXPAND YOUR HORIZONS

Dreaming of studying abroad? Communication, Media & Creative Industries students can take their studies overseas through credit transfers to partner universities in the UK and Australia to experience a whole new world of learning.



AUSTRALIA

- The University of Queensland
- University of South Australia
- Deakin University
- Queensland University of Technology
- University of New South Wales
- Edith Cowan University
- Murdoch University



UNITED KINGDOM

- University of Hertfordshire
- Middlesex University
- Robert Gordon University
- University College Birmingham
- Swansea University



"We have enjoyed having all of your students in our classes and their presence and participation has enriched the learning experience for all of our final year students. They have been a credit to your University and please pass on our thanks to their tutors who have prepared them so well for this experience."

Peter Thomas
BSc (Hons), MA by Research, FHEA
Mass Communications Programme Leader, Collaborative Partnerships Leader Principal Lecturer in Media, University of Hertfordshire

CREDIT TRANSFER TO THE UNIVERSITY OF HERTFORDSHIRE, UK

In the Faculty of Communication, Media, and Creative Industries we have a range of exciting transfer possibilities to universities all over the world. One such option for our Diploma in Communication students is a transfer to the University of Hertfordshire (UOH) in the UK.

UOH is the UK's leading business-facing university and an exemplar in the sector. It is innovative and enterprising and challenges individuals and organisations to excel.

A university with cutting edge facilities with a campus spread across 125 acres. Benefit from latest technology, round the clock resources on the doorstep of the nation's capital.

Recently UOH was awarded the accolade of the Gold in Teaching Excellence Framework (TEF) and ranked as one of the world's top 150 universities under 50 years old.

25-minutes from and easy access to London.

LEARN BY DOING

HELP University's Broadcast Centre is a state-of-the-art studio offering students hands-on training.

SHINING EXAMPLE

Maz Irwan, a much-respected film lecturer in the Faculty of Communication, Media, and Creative Industries, recently celebrated an international milestone with his contribution to an award-winning project at the 2024 Saudi Film Festival.

Through his expertise in cinematography, he helped bring the project's visual storytelling to life, reflecting both his creativity and love for the craft.

His achievement not only showcases what HELP University's lecturers do beyond the classroom, but also highlights the faculty's passion for nurturing talent and making a meaningful mark on the global media scene.

Maz Irwan B Mohd Azani
Award-winning film lecturer and cinematographer



HELP Media Studio

Dive into production and post-production workflows with professional-grade cameras, DSLRs, lighting, audio equipment, and editing software.

HELP Radio Station

Students run the station under industry guidance, using a MAC platform to mirror a professional broadcast environment.

Industry-standard editing and VFX

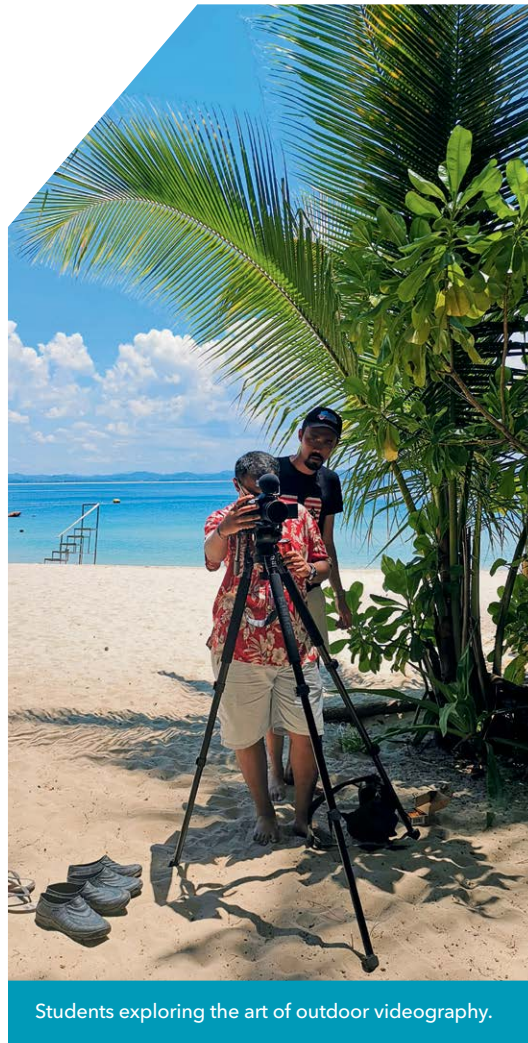
Workstations include Hitfilm Express, DaVinci Resolve 16, Motion 5, and Compressor to meet editing and visual effects standards required in communication programmes.

Film studio

This fully equipped indoor studio lets students work on multi-camera shoots, green screen productions, broadcast-standard workflows, and professional photography projects.

Expert lecturers, transformative learning

The dedicated team of highly qualified lecturers brings a wealth of academic expertise and real-world experience, guiding students through innovative research and transformative learning experiences.



Students exploring the art of outdoor videography.



Build cutting-edge professional skills by working on real projects created by actual companies.



Students gained hands-on experience in filming and coordinating with production crew at the Grand Final Podcast Desarian Hebat: 'Sekolah Bebas Dadah' (DARVIH) event.



SINI-MA (Senior Integrated Media Project) is the final-year capstone where students conceptualise and produce a professional media project that meets industry standards. It showcases their ability to apply research, storytelling, and production skills to create impactful and industry-ready work.



Diploma in Communication students brought "The Haunted Scarf: The Consequences of Jealousy" trailer to life with creativity and technical expertise.



Dive into audio production, from storytelling podcasts to dynamic DJ performances.



Students setting up at the film studio for a professional dialogue session.



Students excel in both worlds; academic and sports.

REAL WORLD EXPERIENCE

Build cutting-edge professional skills by working on real projects created by actual companies.



EARN INDUSTRY-RECOGNISED CREDENTIALS

These microcredentials will be offered by the Faculty of Communication, Media and Creative Industries starting in May 2025, taught by experienced academics from the faculty and industry professionals.

Digital Media Analytics

Teaches skills in data-driven content creation and performance analysis for platforms like YouTube, TikTok, and Instagram.

Influencer Marketing and Brand Collaboration

Focuses on partnering with influencers to create authentic brand narratives while addressing legal and ethical considerations.

AR/VR Content Creation

Covers immersive content development, including 3D modeling, storytelling, and user experience design.

Ethical AI in Media

Examines responsible AI use in media, tackling bias, misinformation, and societal impacts.

Media Law and Digital Rights

Provides insights into media law, intellectual property, and digital rights in global content distribution.

MENTORING AND TALKS BY INDUSTRY EXPERTS



Peter Thomas from the University of Hertfordshire conducted a talk on AI Unleashed: Creating a New Publication.



Students and academic staff attended the 19th Asia Media Summit, gaining insights and guidance from global media experts.

Dhiya Aizat, Assistant Vice President of Product and Content Marketing at Astro Malaysia, and Athiya Khadeja, Social Media Manager at Viu Malaysia, sharing insights at the Expert Talk Series.



NEED HELP WITH YOUR CAREER DECISIONS?

Get free career counselling
and testing services

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- ▶ CAREER COACHING
- ▶ INTERNSHIP PROGRAMMES
- ▶ JOB PLACEMENT



Scan
for a
free
career
test

ALUMNI HELP FOR LIFE

At HELP, we're with you for life. Our alumni
enjoy lifelong benefits and support every
step of the way.



LIFELONG LEARNING

Advance your journey
with Master's or
Doctorate programmes.



MENTAL WELLNESS AND FAMILY

Access counselling and
psychological support for you
and your loved ones.



RESKILLING AND UPSKILLING

Stay ahead with
micro-credentials for
today's in-demand jobs.



PARENTING SUPPORT

Enjoy free workshops
to guide you through
parenthood.

HELP UNIVERSITY SDN BHD

Company Registration Number: 198201005211 (84963-D)

MOHE Approval Number: DU028(W)

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SCAN TO FOLLOW US ON SOCIAL MEDIA

