






SEGi
University &
Colleges

COMMUNICATION STUDIES



-  **Close partnership** with the industry
-  **Industry-relevant** courseworks and activities
-  **Great track record** with award-winning alumni

in collaboration with



University of
Central Lancashire
UCLan



UNIVERSITY of
GREENWICH



University of
Sunderland



2018 /
2022



2016 /
2017



2014 /
2015



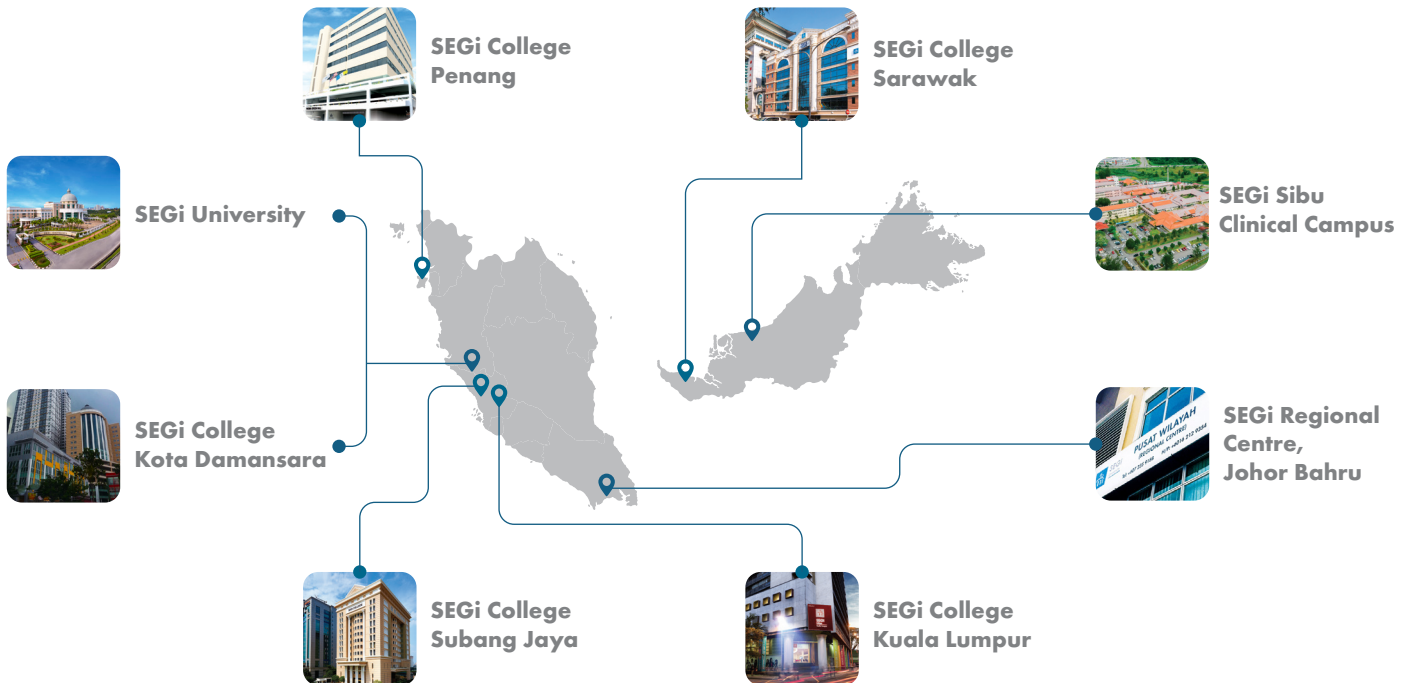
2010 /
2011



2012 /
2013



SEGi UNIVERSITY & COLLEGES



18,000
Students

Malaysian

60%

International

40%

550
Academics

9.1%
foreign faculty staff

546
Management & support staff

Quality education
accredited and
assured by
Ministry of Education,
Malaysia



Internal processes
in compliance
with international
standards

ISO 9001:2015 Certified



Cert no: MY14/05009



Cert no: MY14/01588

FUTURE PROFESSIONAL COMMUNICATORS

The communications industry in Malaysia and around the world has evolved so much that contemporary professional communicators now have to stand up to face the current challenges with sophistication and respond through the various media channels. Modern communicators have to utilise all media available, from verbal communication to print media, from broadcasting to digital platforms. Effective communication requires communicators to speak clearly to each individual audience.

Responding to these high expectations, SEGi Group of Colleges offers dynamic courses focusing on creative content creation, media studies, broadcasting, public relations, journalism, advertising and digital marketing.

At SEGi Group of Colleges, we are equipped with sophisticated technology and state-of-art technology, including broadcast studios, radio studios, editing rooms, voice-over studios, photography studios, and modern computer labs with the latest software and equipment. We also have internship placement programmes that will spur our students towards excellence in their careers.

Our courses are industry-driven with strong support from key players in the local communication industry. We churn out graduates who are able to fulfil industry requirements. Our expert and dedicated academic team and strong support from administrative staff help make this happen.



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BRINGING THE WORLD TO YOU

PARTNER UNIVERSITIES



**University of
Central Lancashire**
UCLan

University of Central Lancashire (UCLan)

The University of Central Lancashire is one of the largest universities in the UK, hosting about 25,000 students. Located in Preston, a city in Lancashire, northern England, the public university was founded as the Institution for the Diffusion of Knowledge in 1828 and attained university status in 1992.

Imbued with a celestial-sounding motto – “Ex solo ad solem”, which translates as “From the Earth to the Sun”, the university’s academic portfolio includes over 400 undergraduate programmes and 200 postgraduate courses.

Hailed for its high student satisfaction in the recent International Student Barometer survey, UCLan’s impressive reputation as a regional economy powerhouse testifies over 1,000 students and graduates who have started a business or embarked on self-employment.

- **Top 7% of universities worldwide** in the Centre for World University Rankings 2021-22.
- **Leading UK university for entrepreneurship** (based on the number of start-up businesses they have incubated that are still active after three years of trading) in the **HEBCIS 2016-17 survey**
- Top university in the North of England for producing start-up businesses; **ranked 5th** overall in the UK (Tide, 2021)
- Ranked **108th** in the Times University Guide 2022
- Ranked **97th** in the Guardian University Guide 2022





University of Greenwich (UoG), UK

Modestly founded in 1890 as Woolwich Polytechnic, the University of Greenwich (UoG) has risen in the ranks since it gained university status in 1992. A leader in the educational arena, the university has three campuses in South East London and Kent, and is a strong proponent of progressive learning, as is proven by its modern hi-tech facilities. Its 1,200 programmes include Law, Nursing, Business, and Engineering.

Acknowledged the world over as a leading provider of higher education according to the 2017 Teaching Excellence Framework (TEF), UoG is also the proud recipient of The Queen's Anniversary Prize for Higher and Further Education 2015, an award recognising the innovative research and development carried out by Greenwich's Natural Resources Institute within the Faculty of Engineering and Science.

- **QS World Ranking 701-750**
- **Times Higher Education World Ranking 601-800**
- **#1 Transnational University in UK** (Over 17,000 students in overseas campuses all around the world)
- Over 50% of Graduates received First Class Honours in the last 5 years
- Awarded **SILVER STATUS** by Teaching Excellence Framework (TEF)



University of Sunderland (UoS), UK



Established in 1901 as Sunderland Technical College, the University of Sunderland (UoS) is greatly praised as a prescient and innovative University with exemplary standards of teaching, research and support. Located in Sunderland in the North East of England, it gained its university status in 1992 and has since gained a reputation as a research-active university.

The University of Sunderland prides itself on holistic academic programmes as integral to its commitment of excellence to its students and to producing well-rounded graduates. The Guardian ranks its Hospitality, Event Management and Tourism programme as the 4th best in the country, while Nursing is ranked 5th best. Other highly ranked majors in the Guardian league tables are Business, Management and Marketing, Accounting and Finance, Mechanical Engineering, and Fashion and Textiles. Also, it was named University of the Year for Social Inclusion by The Times and Sunday Times Good University Guide 2021.

- **QS 5 Stars (2019)** in Teaching, Employability, Internationalisation, Inclusiveness & Outstanding Facilities
- Awarded **SILVER STATUS** by Teaching Excellence Framework (TEF)
- Recognised by the UK Government and the British Council for **innovative international activity**
- **UK's top 5** providers of transnational education
- Shortlisted for the **Times Higher Education University of the Year Award**



Troy University, USA



Troy University is a public school in Troy, Alabama, USA with three additional campuses throughout the state. Founded in 1887 as an institute for training teachers, it has expanded into a university system that offers more than 45 undergraduate majors and locations across the globe, including Vietnam, Malaysia, Japan, and South Korea.

International in scope, Troy University provides a variety of educational programs at the undergraduate and graduate levels, to include doctoral programs, for a diverse student body in traditional, nontraditional and emerging electronic formats. With quality teaching and a staff to student ratio above the national average, a degree from Troy University is solid preparation for employment or further study.

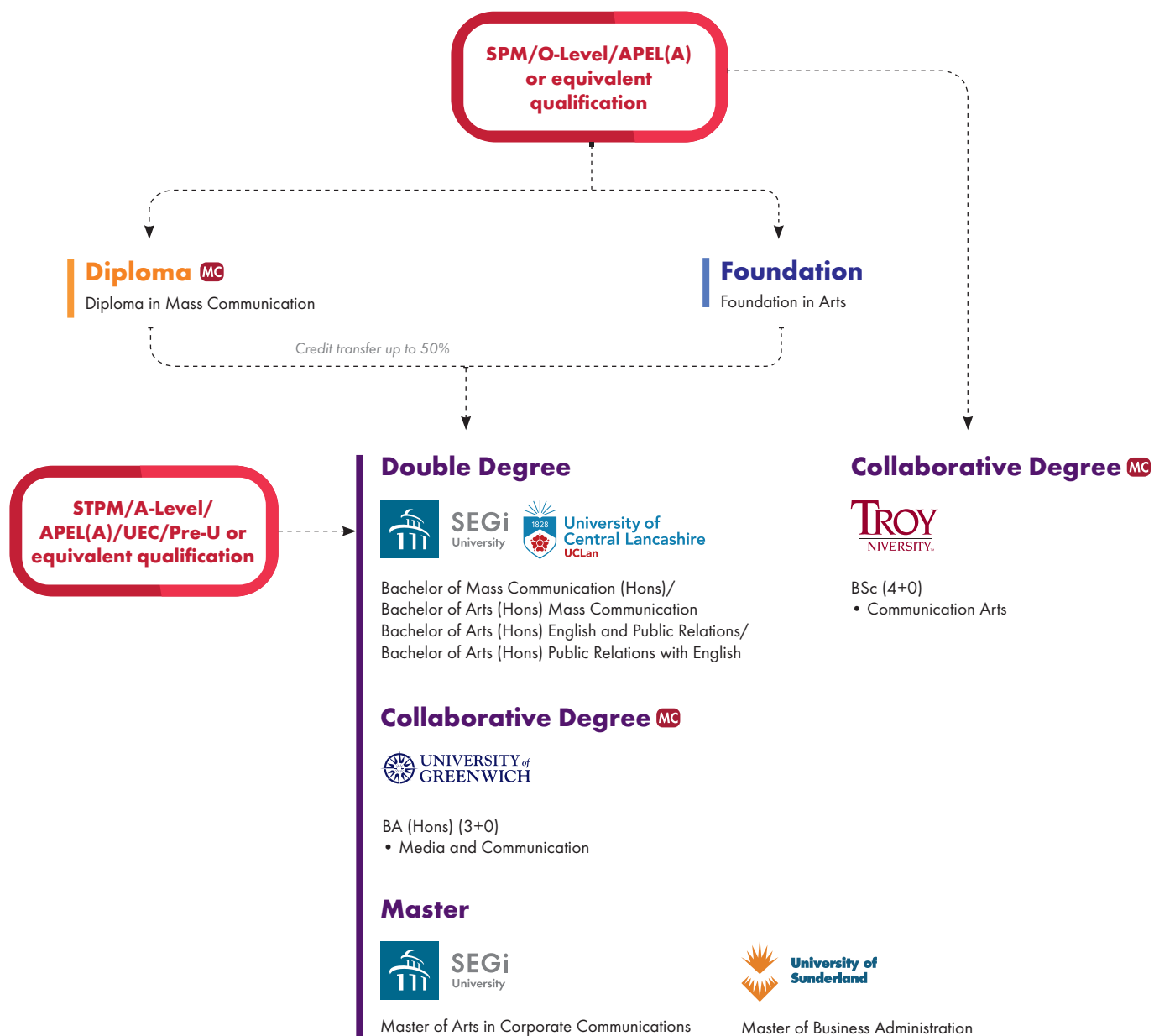
- Accredited by:
 - Southern Association of Colleges and Schools Commission on Colleges (SASCOC)
 - Council for Higher Education Accreditation (CHEA)
 - Dual-accreditation from Association to Advance Collegiate Schools of Business (AACSB International)
- **"No 1 in its Best 4-Year College in Alabama"** by Schools.com
- **"One of the Best Universities in the Southeast"** by Princeton Review
- **"a 'Top Tier' university in the South"** by US News & World Report

OUR STRATEGIC INDUSTRY PARTNERS



A PATHWAY FOR EVERYONE

STUDY ROUTE



Credit Transfer

Your previous studies and qualifications may earn credits towards your diploma or degree. The award of credits is given on the basis of subject mapping and grades achieved. The maximum transferrable credits you may earn for a previous academic qualification could be 50% of the total credits at the Bachelor's degree. Work experience, MOOCs and other training certifications may earn you credit transfers of up to 30%. All credit transfers are subject to approval by the Senate or College Academic Board.

^{MC} Micro-credential

We break it down to build you up. SEGi's Micro-credentials are unbundled from accredited qualifications, offering the modern learners a tempting, tantalising buffet-style learning model. While traditional diplomas or degrees are well-structured and solid, SEGi's Micro-credentials offer learners the choice of ultimate flexibility and customisation, empowering learners to select only what they want to consume, experience and learn. Through our innovative curriculum framework, these unbundled courses delivered through micro-credentials can then be easily re-bundled into accredited and recognised qualifications.

YOUR WORK EXPERIENCE COUNTS

APEL(A)

Get admission into our SEGi programme through Accreditation of Prior Experiential Learning or APEL, which is a systematic process that involves the identification, documentation and assessment of prior experiential learning to determine the extent to which an individual has achieved the desired learning outcomes, for access to a programme of study and/or award of credits.

APEL provides an opportunity for individuals with working experience but lack formal academic qualifications to pursue their studies in Higher Education Institutions (HEIs). In general, knowledge obtained through formal education and working experience will be both assessed in APEL's assessment.

At the moment, APEL in Malaysia can only be used as entry requirement to HEIs for the following level of qualification:

- Level 3 (Certificate);
- Level 4 (Diploma);
- Level 6 (Bachelor's Degree); and
- Level 7 (Master's Degree)

Basic requirements to apply APEL(A):

- Only applicable to Malaysians and Expatriates
- Pass the Aptitude Test and Portfolio
- Minimum age requirements:
 - a) Certificate - 19 years of age
 - b) Diploma - 20 years of age
 - c) Bachelor's Degree - 21 years of age
 - d) Master's Degree - 30 years of age



PROGRAMME MATRIX

| Programme | Awarding Institution | Entry Requirements | Campus |
|--|---|--|----------------|
| Master of Arts in Corporate Communications <small>KD (N/321/7/0153)</small> | SEGi University | <ul style="list-style-type: none"> Bachelor's Degree - min. CGPA of 2.50 Bachelor's Degree - min. of 5 years working experience in a relevant field) TOEFL - score of 600 OR its equivalent (International students) IELTS - score of 6.0 OR its equivalent (International students) | Kota Damansara |
| Bachelor of Mass Communication (Hons)/ Bachelor of Arts (Hons) Mass Communications <small>KD (R/321/6/0109)</small> | SEGi University & University of Central Lancashire, UK | <ul style="list-style-type: none"> STPM - with a min. of Grade C (GPA 2.00) in any 2 subjects and a credit in English at SPM level Unified Examination Certificate (UEC) with at least 5Bs Diploma - with a min. CGPA of 2.00 and a credit in English at SPM level Diploma - in Media and Communication or its equivalent Matriculation/Foundation - with a min. CGPA of 2.00 and credit in English at SPM level TOEFL score of 500 OR IELTS score of 5.0 (International students) A-Level - full pass (grade D) in 2 subjects, SPM credit English | Kota Damansara |
| Bachelor of Arts (Hons) English and Public Relations/ Bachelor of Arts (Hons) Public Relations with English <small>KD (R/222/6/0020)</small> | (Double Degree) | <ul style="list-style-type: none"> 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 Unified Examination Certificate (UEC) with at least 5Bs A Diploma or its equivalent, with a minimum CGPA of 2.00 and a credit in English at SPM or its equivalent; OR A Diploma in Media and Communication or its equivalent; OR Matriculation/Foundation or its equivalent, with a minimum CGPA of 2.00 and credit in English at SPM or its equivalent. For International students, Test of English as a Foreign Language (TOEFL) score of 500 OR International English Language Testing System (IELTS) score of 6.0 OR its equivalent is needed. A-Level - full pass (grade D) in 2 subjects, SPM credit English | Kota Damansara |

PROGRAMME MATRIX

| Programme | Awarding Institution | Entry Requirements | Campus |
|--|--|---|--|
| Master of Business Administration SJ [R2/340/7/0753] [04/23] [A8624] KL [R2/340/7/0268] [11/23] [A9419] PG [R2/345/6/0303] [02/28] [A8848] SWK [R2/340/7/0569] [02/26] [MQA/FA0310] | University of Sunderland, UK | <ul style="list-style-type: none"> A recognised Degree A recognised Diploma with at least 5 years of management experience with MQA-APEL T7 | Subang Jaya Kuala Lumpur Penang Sarawak |
| BSc in Communication Arts (4+0) SJ [N/321/6/01740] [03/27] [MQA/FA6550] KL [R/321/6/0159] [01/27] [FA4731] | Troy University, USA | <ul style="list-style-type: none"> SPM or equivalent with 5 credits, including Maths and English UEC with 5 credits STPM with Grade C in 2 subjects A-Level with passes in 2 subjects Any Diploma or equivalent with min CGPA 2.00 Additional Requirements Credit in Maths at SPM / O-Level or equivalent | Subang Jaya Kuala Lumpur |
| BA (Hons) Media and Communications (3+0) SJ [N/213/6/0347] [11/24] [MQA/PA12173] | University of Greenwich, UK | <ul style="list-style-type: none"> UEC with 5 credits STPM with Grade C in 2 subjects A-Level with passes in 2 subjects Matriculation / Foundation or equivalent SAM / AUSMAT with min ATAR 60 SKM Level 5 Diploma MQA-APEL T6 Additional Requirements Credit in English at SPM / O-Level or equivalent | Subang Jaya |
| Diploma in Mass Communication KD [R2/321/4/0044] SJ [R/321/4/0238] [09/22] [A7802] KL [R2/321/4/0071] [09/23] [A9370] SWK [R2/321/4/0180] [03/26] [A6860] | SEGi College | <ul style="list-style-type: none"> SPM / O-Level or equivalent with 3 credits UEC with 3 credits SKM Level 3 Related Certificate or equivalent MQA-APEL T4 Additional Requirements Credit in English at SPM / O-Level or equivalent | Kota Damansara Subang Jaya Kuala Lumpur Sarawak |
| Foundation in Arts SJ [R2/010/3/0541] [07/26] [MQA/FA0452] | Dual Award: SEGi College & University of Greenwich, UK | <ul style="list-style-type: none"> SPM / O-Level or equivalent with 5 credits UEC with 3 credits | Subang Jaya |

PROGRAMME MATRIX

ENGLISH REQUIREMENTS*

| Types of Exam | Diploma | Degree | Master |
|-----------------------|-----------|-----------|-----------|
| IELTS | Band 5 | Band 5 | Band 6.5 |
| TOEFL iBT | 42 | 46 | 60 |
| Cambridge English | 154 | 160 | 169 |
| Pearson Test | 47 | 51 | 59 |
| Linguaskill Cambridge | 154 - 161 | 162 - 168 | 169 - 175 |
| MUET | Band 2 | Band 3 | - |

**The English requirement serves as a guideline and it is subject to change. The weightage requirement may vary for different programmes.*

ENTRY REQUIREMENTS FOR INTERNATIONAL STUDENTS



bit.ly/isentryreq

A pathway for everyone

Your prior-qualifications were not mentioned?
Did not meet the entry requirements?

When there is a will, there's always a way. Contact us and schedule a FREE one-on-one consultation session to plot out a customised pathway that will fit your needs.

MASTER OF ARTS IN CORPORATE COMMUNICATIONS

KD N/321/7/0153

In a market survived by a highly informed and ethic-literate society, any crowd-pleasing rhetorical stunts by profit or non-profit, private or public organisations are no longer welcomed. In order to remain relevant, all eyes are on the professionals who understand the ways to lead corporate communication efforts effectively.

There is also a constant battle among the organisations to win professionals with a unique set of corporate communication skills. If you aspire to spread your wings and advance your career in the field of corporate communications, then this programme is for you.

Tailored for professionals and working adults, the Master of Arts in Corporate Communication is a 42-credit programme that can be completed in one and a half (full-time) to three (part-time) years. This programme welcomes graduates with backgrounds from any disciplines such as Education, Human Science, Business Management, as well as Communication, Journalism, Advertising, and Marketing. It will help prepare both aspiring and practising corporate communication and other professionals to plan, implement, and assess corporate communication goals and strategies.



Programme Modules

- Research Methods (Quantitative)
- Corporate Communication
- Research Methods (Qualitative)
- Crisis Communication
- Digital Strategy for Corporate Communication
- Communication Theory
- Corporate Media Relations
- Corporate Affairs and Government Relations
- Issues in Public Communication Campaign
- Research Project

Electives (choose 3 only)

- Corporate Branding
- Leadership Communication
- Reputation Management
- Organisational Communication

Career Opportunities

Upon completion of this programme, students can achieve managerial positions in

- Branding
- Marketing Communication
- Public Relations
- Reputation Management
- Internal and External Communication
- Media Management

BACHELOR OF MASS COMMUNICATION (HONS)/ BACHELOR OF ARTS (HONS) MASS COMMUNICATIONS

R/321/6/0109(4/24)

13

Mass Communication is a discipline that focuses on various means used to relay information through the mass media to large segments of the population simultaneously. The most common media to relay such information would be newspaper, magazine, radio, television, and film.

This programme prepares students with the skills, techniques, and theoretical knowledge to strategically craft solutions for business challenges. Students in this programme will be exposed to hands-on training with state-of-the-art equipment and industry-relevant software to fully immerse in both the creative and managerial aspects of the mass communications industry.

Double Degree



SEGi
University



**University of
Central Lancashire**
UCLan

Programme Modules

Year 1

- Communication English
- Media Technology & Practices
- Understanding Advertising
- Understanding Journalism
- Understanding Public Relations
- Understanding Broadcasting
- Corporate Communication
- Creative & Innovative Publishing
- Integrated Marketing Communication
- Psychology in Communication
- Mass Communication & Stories of Mass Media

Year 2

- Media Law, Power & Public Opinion
- Entrepreneurship
- Theory and Principles of Communication
- Business Ethics
- Managing Media and Business
- Sociology of Media & Culture
- Research Methods
- Social Media and Public Relation Practices
- Public Opinion and Propaganda
- Creative Writing

Year 3

- Communication & Campaign Management
- Environmental Management & Tech
- Elective 1
- Elective 2
- Elective 3
- Research Project
- Industrial Training

Advertising Elective

- Advertising Copywriting & Digital Publishing
- Advertising Strategies & Planning
- Internet Advertising & Management

Public Relations Elective

- Media Relations and Publicity
- Media Relations and Media Writing
- Strategies and Practices in Public Relations

Broadcasting Elective

- Documentary Feature Production
- Managing Television Program and Production
- TV and Online Broadcast Journalism

MPU

- Philosophy and Current Issues (for local & international students)
- Appreciation of Ethics and Civilization (for local students only)
- Bahasa Melayu Komunikasi 2 (for international students only)
- Bahasa Kebangsaan A (for local students without credit for BM in SPM) or Effective Learning
- Sustainable Development

As part of the curriculum, students will be required to take 4 general subjects (Mata Pelajaran Umum), as required by the Ministry of Education, Malaysia

Career Opportunities

Corporate Communication Executive, Public Relations Executive, Advertising Executive, Content Creator, Copywriter, Media Planner, Television Presenter or Radio Presenter.

BACHELOR OF ARTS (HONS) ENGLISH AND PUBLIC RELATIONS/ BACHELOR OF ARTS (HONS) PUBLIC RELATIONS WITH ENGLISH

R/222/6/0020(6/25)

The programme is a double major degree with a dual award from SEGi and the University of Central Lancashire that aims to produce quality public relations practitioners with a sound command of the English language for government, corporate, and non-profit organisations. In the English major, students analyse the use of the English language in literary texts and the inter-relationships of language and society. The Public Relations major arms students with knowledge of strategies and practices of successful public relations campaigns, and provides them with opportunities to use their knowledge of the literary and linguistics features of the English language to craft a range of public relations speeches and writings.

Double Degree



Programme Modules

Year 1

- Introduction to Communication Theory
- English for Business Correspondence
- English Grammar
- Academic English
- Public Speaking
- Introduction to Mass Communication
- Introduction to Linguistics
- Introduction to Literature
- General Psychology

Year 2

- Principles of Public Relations
- English Phonetics and Phonology
- Sociolinguistics
- Strategies and Practices in Public Relations
- Event Management
- Introduction to Drama
- Business Ethics
- Law and Ethics in Mass Communication
- Creative Writing
- Crisis Management
- Quantitative and Statistical Methods
- Entrepreneurship
- Environmental Management and Technology

Year 3

- Desktop Publishing
- Research Methods
- Public Relations and Media Writing
- Media Relations and Publicity
- Public Opinion and Propaganda
- American and European Literature
- Research Project
- Internship

MPU

- Philosophy and Current Issues
(for local & international students)
- Appreciation of Ethics and Civilization
(for local students only)
- Bahasa Melayu Komunikasi 2
(for international students only)
- Bahasa Kebangsaan A
(for local students without credit for BM in SPM)
or Effective Learning
- Sustainable Development

Career Opportunities

Press Agents, Publicity and Media Relations Managers, Crisis Managers, Customer Relations Manager, Public Affairs Manager, Events Manager and many more in the government, media and corporate sectors, banks, investment houses, finance institutions, insurance companies, travel agencies, hotels, legal firms, and consultancies.

MASTER OF BUSINESS ADMINISTRATION

SJ [R2/340/7/0753] [04/23] [A8624] • KL [R2/340/7/0268] [11/23] [A9419] • PG [R2/345/6/0303] [02/28] [A8848] • SWK [R2/340/7/0569] [02/26] [MQA/FA0310]

15

Our internationally acclaimed MBA programme is designed for enterprising minds seeking to combine their expertise with general management skills. You'll learn decision-making and problem solving skills in an international business environment and strategies to manage globalisation issues.

The MBA will assimilate work-based learning that will improve your ability to bring many productive changes within your current organisation.



**University of
Sunderland**

Programme Modules (100% Assignment Based)

- Financial Management and Control
- Strategic Management in an International Context
- Value Creation in Organisations - Managing Operations and Marketing
- Professional Management and Leadership Development
- Innovation, Entrepreneurship and Technology Transfer
- MBA Project

Financial Aid / Funding Available*

- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment

*terms & conditions apply.

ATLASSIAN


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100% Fully Accredited

IR4.0 IR4.0 Enhanced Syllabus

 Further Studies Overseas

 UK Lecturers / Tutors

 Sunderland Library

 Earn up to 12 Digital Badges

Career Opportunities

Suitable for professionals across all disciplines, the programme will significantly enhance your capability to function as a senior manager within a wide range of commercial and service organisations.

Recognition / Accreditation



BSC IN COMMUNICATION ARTS (4+0)

SJ (N/321 / 6/01740) (03/27) (MQA/FA6550) • KL (R/321 / 6/0159) (01/27) (FA4731)

This programme offers students insights into topics such as public relations, organisational communication, and media. Theories of visual, oral, and written communication will also be studied. Students will also be trained to incorporating visual, written, and oral communication to produce effective marketing campaigns, political platforms, or community relations events. Upon the completion of the program, students will be equipped with the knowledge to become skilful negotiators, learn to resolve disputes, and manage diverse issues. Additionally, students will learn theories of interpersonal, multicultural, and organisational communication.

Programme Modules

Year 1

- Composition and Modern English I
- Composition and Modern English II
- World Literature Before 1660
- World Literature After 1660
- Visual Arts
- Community Service
- Pre-Calculus Algebra
- Principles of Biology
- Principles of Biology with Lab
- General Chemistry
- General Chemistry I with Lab
- World History from 1500 (International students)
- Ethnic Relations (Local and International students)
- Bahasa Melayu Komunikasi 2 (International students)
- Islamic Asian Civilizations (Local students)
- Computer Concepts and Applications
- General Psychology
- Interviewing & Information

Year 2

- Technology in Journalism
- Introduction to Public Relations
- University Orientation
- Interpersonal Communication
- Conflict Management
- International / Intercultural Communication
- Group Discussion & Leadership
- Communication Research
- Propaganda & Persuasion
- Rhetorical & Communication Theory
- Advanced Technologies in Journalism
- Communication Seminar

Year 3

- Public Speaking Skills / Bahasa Kebangsaan A*
- Personal Health Management

Select modules according to the minor:

Minor: Psychology

- Orientation to Psychology
- Developmental Psychology
- Social Psychology
- Theories of Learning
- Theories of Personality
- Industrial / Organisational Psychology

Minor: Promotion

- Principles of Accounting I
- Principles of Microeconomics
- Legal Environment of Business
- Principles of Marketing
- Advertising
- Personal Selling

Year 4

- Voice and Diction
- Organisational Communication
- Multimedia Law
- Special Topics in Journalism
- Guided Independent Research
- Internship
- Experience

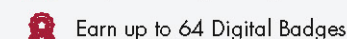
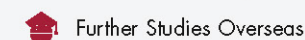
*For Malaysian students who do not have a credit in SPM BM



Financial Aid / Funding Available*

- PTPTN
- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment

*Terms & conditions apply.



Career Opportunities

Our graduates will use their skills in communication and their understanding of human behaviour to embark on career in organisational communication, public speaking, advertising, journalism, sales, marketing and other careers that influence our society everyday.

BA (HONS) MEDIA AND COMMUNICATIONS (3+0)

SJ (N/213/6/0347) (11/24) (MQA/PA12173)

17

Our Media and Communications degree provides an academic, creative and critical understanding of the media for roles in a variety of creative industries and backgrounds.

What you should know about this course:

- It combines academic, creative and critical approaches to media
- You will learn to research, analyse and craft materials across a wide range of media, from text and images to video, web and VR
- The course is designed to stimulate you intellectually, equipping you with the knowledge and skills to evaluate and take part in today's media industry
- It provides opportunities for students to publicly present their own work in installations, blogs and screenings
- This course introduces you to media in all its interdisciplinarity, and will equip you with necessary skills to enter as many media professions as you wish after you graduate

Programme Modules

Year 1

- Introduction to Mass Communication
- Digital Realities (Part 1)
- Visual Communication in Context (Part 1)
- Media Technologies (Part 1)
- Creative Communication (Part 1)
- English 1
- Digital Realities (Part 2)
- Visual Communication in Context (Part 2)
- Media Technologies (Part 2)
- Creative Communication (Part 2)
- English 2
- Management Information System
- Entrepreneurship

Year 2

- Media Context (Part 1)
- Communication Research (Part 1)
- Datascape: Data and the Web (Part 1)
- Rethinking Documentary (Part 1)
- Media Context (Part 2)
- Communication Research (Part 2)
- Datascape: Data and the Web (Part 2)
- Rethinking Documentary (Part 2)
- Penghayatan Etika dan Peradaban / Falsafah dan Isu Semasa (International students) (NEW)
- Falsafah dan Isu Semasa (Local students) (NEW)
- Bahasa Melayu Komunikasi 2 (International students)
- Penghayatan Etika dan Peradaban (Local students) (NEW)
- Design Thinking (NEW) **IR4.0** / Bahasa Kebangsaan A*
- Malaysia Society 5.0 (NEW) **IR4.0**

Year 3

- Mediated Environment
- Dissertation
- Working in Creative Industry (Internship)
- Personal Health Management
- Community Engagement



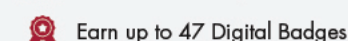
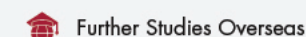
Financial Aid / Funding Available*

- PTPTN
- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment

*terms & conditions apply.



IR4.0 IR4.0 Enhanced Syllabus



Career Opportunities

Popular career options for our media and communications graduates include roles with in-house communications teams, public relations, marketing, content management and social media.

*For Malaysian students who do not have a credit in SPM BM

DIPLOMA IN MASS COMMUNICATION

SJ [R/321/4/0238] [09/22] [A7802] • KL [R2/321/4/0071] [09/23] [A9370] • SWK [R2/321/4/0180] [03/26] [A6860]

This programme is designed to cater to the high demand for skilled professional in the fields of advertising, multimedia, public relations and broadcasting.

Moreover, this diploma programme also aims to instill students with technological know-how and many invaluable skills to produce industry-centric graduates who are computer and IT-savvy, to enable them to excel in the global communications industry.

Upon completion of this programme, students will be fully equipped with exceptional design skills, presentation skills, communication skills, writing skills and management skills to apply in the challenging and competitive public relations, advertising and broadcasting industry.



SEGi
College

Programme Modules

Year 1

- Intro to Mass Communication
- Fundamental Photography
- Public Relations
- General Language Training
- Videography
- Presentation Skills
- Media law and Ethics
- Falsafah dan Isu Semasa / Penghayatan Etika dan Peradaban (Local students) **(NEW)**
- Bahasa Melayu Komunikasi 1 (International students) **(NEW)**
- Digital Graphics
- Human Communication
- Academic English
- News Reporting

Year 2

- Business Communication
- Introduction to E-Marketing
- Copywriting
- Communication Research
- Islamic Studies / Moral Studies
- Decision Making / Bahasa Kebangsaan A*
- Journalism
- Visual Analysis
- Documentary Photojournalism
- Media Studies
- Film Appreciation

Year 3

- Industrial Training
- Final Year Project
- Co-curriculum Management

Financial Aid / Funding Available*

- PTPTN
- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment

*terms & conditions apply.

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 Student Mobility (MY)

IR4.0 IR4.0 Enhanced Syllabus

 Further Studies Overseas

 Earn up to 62 Digital Badges

Career Opportunities

Students who successfully completed the programme can then move on to pursue the bachelor's degree programme, allowing them to pursue careers such as Journalist, Broadcaster, Radio DJ, TV News Caster, Event Director, Planner, Social Marketing Executive, Public Relations Executive.

FOUNDATION IN ARTS

SJ (R2/010/3/0541) (07/26) (MQA/FA0452)

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The foundation year is an introductory programme that will equip students with the skills and knowledge to further their studies locally or internationally. Students are exposed to modules which will allow them to become creative thinkers and problem solvers that can be translated into practical ideas. This programme also enables students to develop a range of practical skills and solid knowledge, preparing them for a smooth progress into a degree of their choice.

Programme Modules

- Thinking Skills
- English I
- Mathematics
- Basic Information and Communication Technologies (ICT)
- Introduction to Psychology
- Essentials of Economics
- English II
- Introduction to Law
- Introduction to Sociology
- Co-curriculum
- Introduction to Management
- Writing and Research Skills
- Electives (Choose any two):
 - Introduction to Finance
 - Introduction to Visual Arts
 - Introduction to Mass Media and Communication
 - Introduction to Legal Skills

Dual Award



SEGi
College



Financial Aid / Funding Available*

- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment

*terms & conditions apply.



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- Further Studies Overseas
- Option for Dual Certification
- UK Lecturers / Tutors
- Earn up to 32 Digital Badges

Career Opportunities

This qualification is specially designed for students with SPM, O-Level or equivalent qualifications and who would like to pursue a bachelor's degree at the university. Upon successful completion of the Foundation in Arts programme, students may further their studies in a wide range of degree programmes depending on units completed during their studies. Students may be eligible to apply for advanced standing.



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