

# Communication & Media

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Foundation in Communication

Diploma in Mass Communication

Diploma in Broadcast Journalism

Bachelor of Communication (Advertising) (Honours)

Bachelor of Communication (Media Production) (Honours)

Bachelor of Communication (New Media) (Honours)

Bachelor in Public Relations (Honours)

# Foundation in Communication

(R2/O10/3/O179)(02/24)(A9261)

## The Programme

The Foundation in Communication (FIC) is a one-year programme that is designed to prepare students for undergraduate studies in the field of Communication, Business and Creative Studies.

Accredited by the Malaysian Qualifications Agency (MQA), the FIC equips students with the fundamental knowledge in diverse fields of communication, business and creative studies to prepare them for university level education.

Foundation students are also exposed to presentation, communication, writing, analytical, critical, problem-solving, leadership and other soft skills.

## Pathways

Han Chiang University College of Communication's homegrown Bachelor's degree programmes in Communication and related fields. Students may also opt for Dual Award programmes with the University of Southern Queensland (USQ).

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## Entry Requirement

Pass SPM with minimum 5 Credits (Including English)  
Pass UEC with minimum 3 Credits (Including English)  
Other equivalent qualifications

## Duration

1 year

## Intake

April, August, November

## Courses\*

### Semester 1

Computer Software Application  
Introduction to Mass Communication  
Visual Communication  
Introduction to Management  
Basic Writing and Study Skills  
Pengajian Malaysia / BM Komunikasi 1

### Semester 2

Human Communication  
Introduction to Journalism  
Sociology  
Microeconomics  
Spoken English  
Decision Making Skills / Bahasa Kebangsaan A

### Semester 3

Social Psychology  
Mass Media and Society  
Marketing  
Computers and Computing  
English for Mass Communication  
Culture and Belief in Malaysia

# Diploma in Mass Communication

(R3/321/4/0002)(03/26)(MQA/FA1735)

## The Programme

The Diploma in Mass Communication programme provides students with knowledge and hands-on skills necessary for a challenging career in the mass media and communications industries. Apart from the core modules in communication and media studies, students pursuing the Diploma in Mass Communication can opt for any of the three areas in mass communication - broadcasting, journalism or public relations and advertising.

Students of this programme learn through interactive lectures, tutorials, workshops, role plays, case studies and real-life projects such as broadcasting productions, news productions, public relations and advertising campaigns.

They are also required to undergo a 10-week industrial training in the communications and media industries, thus enhancing their employability.

## Career Opportunities

Content Producer, Newscaster / Anchor, Editor, Marcom Officer, Public Relations Officer, Public Relations Consultant, Publicist, Corporate Event Planner, Advertising Manager, Television / Radio Presenter, Broadcast Journalist, Desktop Publisher, Camera Crew, Technical Director, Graphic Designer, Producer etc.

## Pathway

Han Chiang University College of Communication's homegrown Bachelor's degree programmes in Communication and related fields.

Students may also opt for Dual Award programmes with the University of Southern Queensland (USQ) or further their degree with credit transfer to our partner universities locally or overseas such as Taiwan, China, United Kingdom, Australia etc.

## Entry Requirement

Pass SPM with minimum 3 Credits (Including English)  
Pass UEC with minimum 3 Credits (Including English)  
Other equivalent qualifications

## Duration

2 years

## Intake

January, April, August

## Internship

Year Two (Duration - 10 weeks)

## Courses\*

### Year 1

Introduction to Mass Communication  
Introduction to Sociology  
Visual Communication  
Human Communication  
Basic News Reporting & Writing  
Advanced News Reporting & Writing  
Mass Media & Malaysian Society  
Graphic Design  
Computer Software Application  
Basic Writing & Study Skills  
Communicative English  
Spoken English 1  
Pengajian Malaysia 2 / Bahasa Melayu Komunikasi 1  
The Morality of Ethics  
Co-curriculum

### Broadcasting Option

Basic Radio Production  
Basic TV Production

### Journalism Option

Photojournalism  
News Translation

### PR & Advertising Option

PR: Principles & Practice  
Advertising: Principles & Practice

### Year 2

Communication Theories  
Introduction to International Politics  
Mass Media Law & Policy in Malaysia  
Communication Research Methods  
Microeconomics  
Public Speaking  
Spoken English 2  
English for Mass Communication  
Time Management / Bahasa Kebangsaan A  
Industrial Training

### Broadcasting Option

English Pronunciation / Mandarin Pronunciation  
Broadcasting Programming & Management  
Advanced TV Production  
Film Aesthetic & Criticism  
Broadcasting Production

### Journalism Option

Desktop Publishing  
Urban Reporting  
Feature Writing  
News Editing & Production  
Online News

### PR & Advertising Option

Desktop Publishing  
Advertising: Media Planning  
Public Relations: Management & Practice  
Advertising Campaign  
Writing for Public Relations

# Diploma in Broadcast Journalism

(R2/321/4/0004)(04/26)(A6676)

## The Programme

The Diploma in Broadcast Journalism programme equips students with knowledge and skills of news gathering, writing, reporting, filming and editing to produce news, news magazines, documentaries, and other non-fiction broadcasts for the electronic and digital media. The curriculum, designed to produce highly skilled broadcast personnel for the industry, combines both the theoretical and practical applications of broadcast journalism. The Diploma in Broadcast Journalism students will learn through lectures, tutorials, workshops and actual on-air duty in the radio and television studios of the University College.

Students also have the opportunity to learn the ropes of the profession from industry experts who are invited as guest lecturers. Apart from exposure in producing on-campus news and non-fiction radio and television programmes, the 10-week industrial training stint at radio, television and cable networks, stations, production and post-production houses will make the students industry ready when they graduate from the Diploma in Broadcast Journalism programme.

## Career Opportunities

Content Producer, Broadcast Journalist, Producer, Newscaster, TV / Radio Presenter, Scriptwriter, Editor, Camera Crew, Technical Director etc.

## Pathway

Han Chiang University College of Communication homegrown Bachelor's degree programmes in Communication and related fields.

Students may also opt for Dual Award programmes with the University of Southern Queensland (USQ) or further their degree with credit transfer to our partner universities locally or overseas such as Taiwan, China, United Kingdom, Australia etc.

## Entry Requirement

Pass SPM with minimum 3 Credits (Including English)  
Pass UEC with minimum 3 Credits (Including English)  
Other equivalent qualifications

## Duration

2 years

## Intake

January, April, August

## Internship

Year Two (Duration - 10 weeks)

## Courses\*

### Year 1

Introduction to Mass Communication  
Introduction to Sociology  
Human Communication  
Basic Radio Production  
Radio News Production  
Basic TV Production  
Visual Communication  
Graphic Design  
Basic News Reporting & Writing  
Advanced News Reporting & Writing  
Photojournalism  
Computer Software Application  
Basic Writing & Study Skills  
Spoken English 1  
Communicative English  
Pengajian Malaysia 2 / Bahasa Melayu Komunikasi 1  
The Morality of Ethics  
Co-curriculum

### Year 2

Introduction to International Politics  
Communication Theories  
Mass Media Law & Policy in Malaysia  
TV News Production  
Broadcast Performance  
Non-fiction TV Production  
Communication Research Methods  
News Translation  
Spoken English 2  
English Pronunciation  
English for Mass Communication  
Microeconomics  
Time Management / Bahasa Kebangsaan A  
Industrial Training / Academic Project  
Elective



# Bachelor of Communication (Advertising) (Honours)

(R/321/6/0201)(04/2)(MQA/FA7534) \*

(USQ, Australia) **Bachelor of Communication and Media (BCNM) (Advertising)**

## The Programme

The Bachelor of Communication (Advertising)(Honours) offers students a degree that prepares them for a creative education and professional career in the highly competitive and fast changing global advertising industry. It offers a study scheme that allows students to hone their creative skills and work in a range of agencies as well as the corporate sector within the digital advertising and creative industry.

USQ's Bachelor of Communication and Media (BCNM) (Advertising) helps students learn how to create concepts, understand audiences and pitch effective messages. The courses will equip students with the knowledge of how to plan, pitch and implement advertising campaigns, developing their expertise across a range of media in both traditional and digital platforms.

## Career Opportunities

Agency Planner, Event Planner, Marketing Coordinator, Brand Manager, Copywriter, Graphic Designer, Art Director, Creative Director, Advertising Designer, Advertising Manager, Media Planner, Marketing Communications Manager, Event Coordinator

## Pathway

Postgraduate studies in related fields

## Entry Requirement

Diploma in Mass Communication or equivalent  
Foundation/STPM/UEC/A-Levels or equivalent  
Additional requirement for Dual Award - C6 and above for SPM English 1119 or equivalent

## Duration

Full Time - 3 Years  
Part Time - 6 Years  
Diploma in a related field - 2 Years (subject to credit transfer granted)

## Internship

4 months

## Courses\*

### Year 1

Introduction to Mass Communication  
Introduction to Advertising  
Introduction to Graphic Design  
Introduction to Broadcasting  
Visual Communication  
Communication Theories  
Human Communication  
Introduction to Marketing  
Photography  
Copywriting  
English for Communication  
Presentation Skills  
Negotiation Skills / Bahasa Kebangsaan A  
Religious Philosophy

### Year 2


Introduction to Multimedia Design  
Media Law and Ethics  
Brands & Branding  
Advanced Graphic Design  
Advanced Multimedia Design  
Advertising: Media Planning  
Quantitative Research Methods  
Qualitative Research Methods  
Academic Writing  
Tamadun Islam dan Tamadun Asia (TITAS) /  
BM Komunikasi 2  
Hubungan Etnik / Pengajian Malaysia 3  
Self-development  
Elective I

### Year 3

Advertising Campaign I  
Advertising Campaign II  
Integrated Marketing Communication  
Consumer Behaviour  
Motion Graphics  
Public Speaking  
Industrial Training  
Elective II

## USQ's Dual Award Courses\*

BCA Project B  
Media Business  
Story and Styling  
Authorship and Creativity  
Global Hollywood  
CG Animation  
Communication & Media Industries  
Introduction to Marketing

 Dual Award graduates will be awarded with two separate certificates by both institutions

\*Subject to changes



# Bachelor of Communication (Media Production) (Honours)

(N/321/6/0235)(01/23)(MQA/FA8323)\*

(USQ, Australia) **Bachelor of Creative Arts (BCAR)** (Film, TV and Radio)

## The Programme

The Bachelor of Communication (Media Production) (Honours) offers students a degree that combines theoretical and industrial knowledge with practical professional skills in Radio Production, Audio Visual Literacy, Scriptwriting, Multimedia Design and TV Production. At the end of the programme, students will be able to independently develop media production content and adapt to changes in the practices of media production.

Embedded within the degree is an essential work placement which takes place in Year Three to help students develop the abilities and understanding of the media industry. It also provides the opportunity to form relationships and establish important contacts within the profession that can serve as a platform for a successful entry into a career upon graduation.

Students pursuing the dual award can master their choice of TV, radio, broadcast, film, documentary or animation with USQ's Bachelor of Creative Arts (Honours) (Film, Television and Radio) programme. This degree will help them further develop their practical, technological and professional skills, gaining independent research skills and theory application.

## Career Opportunities

Assistant Producer / Producer, Assistant Director / Director, Editor, Radio Station DJ, Cameraman / Videographer, Newscaster, TV Program Host, Youtuber, Filmmaker, Content Producer etc.

## Pathway

Postgraduate studies in related fields

## Entry Requirement

Diploma in Mass Communication or equivalent  
Foundation/STPM/UEC/A-Levels and a credit in SPM English or equivalent  
Additional requirement for Dual Award - C6 and above for SPM English 1119 or equivalent

## Duration

Full Time - 3 Years  
Part Time - 6 Years  
Diploma in a related field - 2 Years (subject to credit transfer granted)

## Internship

4 months

## Courses\*

### Year 1

Introduction to Screen Studies  
Introduction to Digital Media  
Introduction to Broadcasting  
Introduction to Mass Communication  
Visual Communication  
Human Communication  
Communication Theories  
Radio Production I  
Basic TV Production  
English for Communication  
Presentation Skills  
Negotiation Skills / Bahasa Kebangsaan A  
Religious Philosophy  
Elective I  
Elective II

### Year 2


Animation  
Audio Visual Literacy Scriptwriting  
Video Editing  
Non-Fiction TV Production  
Advanced TV Production  
Radio Production II  
Broadcast Programming & Management  
Quantitative Research Methods  
Qualitative Research Methods  
Academic Writing  
Tamadun Islam dan Tamadun Asia (TITAS) /  
BM Komunikasi 2  
Hubungan Etnik / Pengajian Malaysia 3  
Self-development

### Year 3

Media Law and Ethics  
Motion Graphics  
Film Aesthetics & Criticism  
Digital Broadcast Production  
Research Project 1  
Research Project 2  
Industrial Training  
Elective III

## USQ's Dual Award Courses\*

BCA Project B  
Media Business  
Story and Styling  
Authorship and Creativity  
Global Hollywood  
CG Animation  
Communication & Media Industries  
Introduction to Marketing

 Dual Award graduates will be awarded with two separate certificates by both institutions

\*Subject to changes



# Bachelor of Communication (New Media) (Honours)

(N/321/6/0236)(01/23)(MQA/FA8946)

(USQ, Australia) **Bachelor of Communication and Media (BCNM) (Journalism)**

## The Programme

The Bachelor of Communication (New Media) (Honours) is an innovative programme which combines studies in communications, web writing, web video production and digital design. Students will develop a strong foundation in producing digital content by telling compelling stories across different platforms using the latest and emerging technologies. The programme also delves into a variety of subject areas, including new media technology, social media research and marketing, interpersonal development and content production for new media platforms.

USQ's Bachelor of Communication and Media (Journalism) programme encourages practical learning that will prepare students for a diverse range of career options in this dynamic and exciting field. The courses in this programme will help them furnish their skills in news reporting, feature story writing, news packages creation for radio, television, online, and print.

## Career Opportunities

Web Writer, Web Designer / Publisher, Reporter, Photojournalist, Web editor, Social Media Manager, Digital Content Developer, Blogger, Digital Marketer, Content Producer etc.

## Pathway

Postgraduate studies in related fields

## Entry Requirement

Diploma in Mass Communication or equivalent  
Foundation/STPM/UEC/A-Levels and a credit in SPM English or equivalent  
Additional requirement for Dual Award - C6 and above for SPM English 1119 or equivalent

## Duration

Full Time - 3 Years  
Part Time - 6 Years  
Diploma in a related field - 2 Years (subject to credit transfer granted)

## Internship

4 months

## Courses\*

### Year 1

Introduction to Mass Communication  
Introduction to Graphic Design  
Introduction to Sociology  
Introduction to Broadcasting  
Introduction to Digital Media  
Introduction to Online Journalism  
Human Communication  
Visual Communication  
Interactive Journalism  
Social Media Engagement  
English for Communication  
Presentation Skills  
Negotiation Skills / Bahasa Kebangsaan A  
Religious Philosophy  
Elective I

### Year 2


Communication Theories  
Media Law and Ethics  
Introduction to Web Design  
Desktop Publishing  
Photography  
Broadcast News  
Digital News Editing  
Academic Writing  
Quantitative Research Methods  
Qualitative Research Methods  
Tamadun Islam and Tamadun Asia (TITAS) /  
BM Komunikasi 2  
Hubungan Etnik / Pengajian Malaysia 3  
Self-development  
Elective II

### Year 3

Digital Audio Design  
Digital Storytelling  
Digital and Media Literacy  
Digital Marketing  
Research Project 1  
Research Project 2  
Industrial Training  
Elective III

## USQ's Dual Award Courses\*

Principles and Practice of Public Relations  
Global Hollywood  
Subjectivities, the Self and Communication  
New Media  
News Reporting  
Editing  
Communication and Media Industries  
Introduction to Marketing

 Dual Award graduates will be awarded with two separate certificates by both institutions

\*Subject to changes

# Bachelor in Public Relations (Honours)

(N/321/6/0241)(07/25)(MQA/FA8798)

(USQ, Australia) **Bachelor of Communication and Media (BCNM) (Public Relations)**



## The Programme

The Bachelor in Public Relations (Honours) prepares students for a career in public relations in the digital age. It equips students with the knowledge and skills that emphasise the strategic role of public relations in managing corporate reputation and achieving long-term business goals. The four-month internship module also helps students become more competent job candidates in their chosen fields with their real-life experience in strategic planning and problem solving.

USQ's Bachelor of Communication and Media (BCNM) (Public Relations) programme guides students to be well versed in industry trends and to possess the ability to apply new methods of communication to develop and execute effective public relations plans. They will also be empowered with the leadership skills and adaptability to navigate a profession that is constantly changing and advancing.

## Career Opportunities

Corporate Communications / Public Relations Practitioner, Social Media Manager, Marketing Communications Manager / Officer, Event Manager / Planner, Digital Editor, Host, Media Planner, Copywriter, Media Researcher, Content Producer etc.

## Pathway

Postgraduate studies in related fields

## Entry Requirement

Diploma in Mass Communication or equivalent  
Foundation/STPM/UEC/A-Levels and a credit in SPM English or equivalent  
Additional requirement for Dual Award - C6 and above for SPM English 1119 or equivalent

## Duration

Full Time - 3 Years  
Part Time - 6 Years  
Diploma in a related field - 2 Years (subject to credit transfer granted)

## Internship

4 months

School of Communication & Media

## Courses\*

### Year 1

Introduction to Public Relations  
Introduction to Digital Media  
Introduction to Mass Communication  
Introduction to Graphic Design  
Introduction to Sociology  
Visual Communication  
Social Media Engagement  
Human Communication  
Communication Theories  
Writing for PR  
English for Communication  
Presentation Skills  
Negotiation Skills / Bahasa Kebangsaan A  
Religious Philosophy  
Elective I

### Year 2


Media Law and Ethics  
Event Planning and Management  
Reputation Management  
Risk and Crisis Management  
Corporate Social Responsibility  
Quantitative Research Methods  
Qualitative Research Method  
Integrated Marketing Communication  
Digital Marketing  
Academic Writing  
Tamadun Islam dan Tamadun Asia (TITAS) / BM  
Komunikasi 2  
Hubungan Etnik / Pengajian Malaysia 3  
Self-development  
Elective II

### Year 3

Public Sector and Non-Profit PR  
Public Relations Campaign  
Digital and Inbound Public Relations  
Public Speaking  
Research Project 1  
Research Project 2  
Industrial Training  
Elective 3

## USQ's Dual Award Courses\*

News Literacy  
Global Hollywood  
Subjectivities, the Self and Communication  
New Media  
Advertising as Engagement  
Consumer Behaviour  
Community Consultation and Development  
Organisation Communication & Culture

 Dual Award graduates will be awarded with two separate certificates by both institutions

\*Subject to changes



# Contact Us

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