



# BACHELOR OF ARTS IN ADVERTISING (HONOURS)

KPT/JPS [N/321/6/0242] 07/23 [MQA/PA9807]

## DURATION

3 years

## INTAKE

February / April / September

## MEDIUM OF INSTRUCTION

English

## ABOUT THE PROGRAMME



Xiamen University is the pioneer of education for the field of advertising in China, since starting in 1983. Our programme at Xiamen University Malaysia provides a comprehensive exploration of advertising, public relations, integrated marketing communications, branding, digital marketing, strategic communications, event management and other practical courses. Courses allow students to acquire and practice skills in simulated situations and, when applicable, with professional clients. Students will learn to combine critical and strategic thinking with research and creativity to deliver effective messages to a targeted audience on behalf of a client. Every student can specialize in either the creative or the account management side of the business, after they develop a foundation in both areas.

Our skills curriculum begins with broad training across the professional practice areas of mass communication and in widely applicable skills such as data analysis and visualization. We believe our programme offers an unequalled blend of skills training, theoretical learning and real-world practice. As a result, our graduates leave as able practitioners, critical thinkers, problem solvers and innovators.

## PROGRAMME HIGHLIGHTS

- The programme sustains the role of communication both locally and globally in today's connected world.
- A stimulating and forward-thinking academic curriculum that integrates advertising and public relations.
- The development of professionalism and the opportunity for real-world learning experiences with industry.

## CAREER OPPORTUNITIES

- Advertising, public relations and full-service agencies
- In-house communication departments at corporations and nonprofit organizations
- Government agencies and bureaus
- Legislative offices
- Political campaigns
- Special event organizations
- Higher education
- The media industry (web properties, social media sites, TV networks, magazines, radio networks)
- Other organizations with creative, marketing or media departments





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### ENTRY REQUIREMENTS

<b>STPM</b>	A pass in STPM with at least a Grade C (GP 2.0) in any 2 subjects
<b>A-LEVEL</b>	A pass in A-Level with at least a Grade C in any 2 subjects
<b>UEC</b>	A pass in UEC with at least a Grade B in 5 subjects including English
<b>Foundation/Matriculation</b>	A pass in Foundation/Matriculation with at least CGPA 2.0 out of 4.0
<b>Diploma</b>	A pass in Diploma in Media and Communication field or the equivalent with at least CGPA 2.0 out of 4.0
<b>AND</b>	<b>English Language - a credit in SPM or the equivalent</b>

*\*For other equivalent qualifications, please consult our programme counsellor.*

### MAIN COURSES

#### MAJOR CORE COURSES

History of Media

Introduction to New Media Studies

Introduction to Advertising

Introduction to Mass Communication

Photography

Visual Communication Design

Advertising Creative

Media and Communication Law

Advertising Copywriting

Marketing

TV Commercials and Promos

Brand Management

Advertising Workshop

Planning and Evaluation of Public Relations Campaigns

Advertising Psychology

Organizational Communication

Public Relations Workshop

Research Methodology / Media Research

Design Thinking

Final Year Project

Internship

#### MAJOR ELECTIVE COURSES

Broadcast and Film Term

Intercultural Communication

Introduction to International Communication

Strategic Communication Planning

Social Media and Public Relations

New Media Marketing

Mobile Marketing

Data Analysis in Digital Creative Industries

**XIAMEN UNIVERSITY MALAYSIA** DULN009(B)

TEL : +603 7610 2079

FAX : +603 7610 2068

E-MAIL : enquiry@xmu.edu.my

WEBSITE : www.xmu.edu.my

CAMPUS ADDRESS : Jalan Sunsuria, Bandar Sunsuria, 43900 Sepang, Selangor Darul Ehsan, Malaysia



The information in this brochure is correct at the time of publication. Xiamen University Malaysia (XMUM) reserves the right to change the information in line with updates from time to time. Please check the website (www.xmu.edu.my) for latest information.

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