



BACHELOR OF ARTS IN ADVERTISING (HONOURS)

[R/0415/6/1078] 7/28 [MQA/FA9807]

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 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 specialise 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 visualisation. 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 non-profit organisations
- Government agencies and bureaus
- Legislative offices
- Political campaigns
- Special event organisations
- Higher education
- The media industry (web properties, social media sites, TV networks, magazines, radio networks)
- Other organisations with creative, marketing or media departments





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ENTRY REQUIREMENTS

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

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

MAIN COURSES

YEAR 1

- 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
- Principles of Marketing

YEAR 2

- Audiovisual Commercials
- Brand Management
- Advertising Workshop
- Introduction to the Constitution of Malaysia
- Communication Campaigns
- Advertising Psychology
- Organizational Communication
- Media Planning

Major Elective (Choose 2)

- Broadcast Advertising
- Intercultural Communication
- Introduction to International Communication
- Computer Modelling for Advertising
- Digital Print Production
- Social Media and Public Relations

YEAR 3

- Media Research
- Design Thinking
- Industrial Training
- Final Year Project

Major Elective (Choose 2)

- Strategic Communication Planning
- New Media Marketing
- Mobile Marketing
- Data Analysis for Digital Creative Industry
- Environmental Design

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