



# BACHELOR OF ARTS IN COMMUNICATION (HONOURS)

[N/0323/6/0004] 06/28 [MQA/PA16490]

## DURATION

3 years

## INTAKE

February/ April/ September

## MEDIUM OF INSTRUCTION

English

## ABOUT THE PROGRAMME



The Bachelor of Arts in Communication offered by Xiamen University Malaysia is an outstanding programme that draws upon the rich history and expertise of Xiamen University in China. With a comprehensive curriculum that covers both theoretical knowledge and practical skills, our programme is designed to prepare students for success in the rapidly evolving field of communication. The Bachelor of Arts in Communication offered by Xiamen University Malaysia aims to equip students with the skills needed to create content that effectively resonates with a diverse audience, utilising a range of platforms including print, digital, audio and video. Through this programme, students will learn to develop persuasive messages that can inspire and encourage action, whether it be breaking important news, writing a press release, creating a national campaign, or organising a high-profile event. With a focus on both theoretical knowledge and practical experience, the Bachelor of Arts in Communication prepares students for careers in a variety of fields, including media, public relations, advertising, event management, and corporate communication. Graduates will be equipped with the skills and knowledge necessary to succeed in a rapidly evolving industry and make a positive impact in their chosen field.

## PROGRAMME HIGHLIGHTS

- The programme sustains the role of communication both locally and globally in today's interconnected world.
- The development of professionalism and the opportunity for real-world learning experiences with industry.
- A highly qualified faculty with degrees from renowned universities and strong industry experience.

## CAREER OPPORTUNITIES

- Public Relations
- Media and Journalism
- Corporate Communication
- Social Media and Digital Communication
- Event Management
- Advertising and Marketing
- Education and Training





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### ENTRY REQUIREMENTS

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

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

### MAIN COURSES

#### YEAR 1

- Introduction to Communication
- Introduction to New Media Studies
- Media Law and Ethics
- Persuasive Communication
- Public Speaking
- Audiovisual Production
- Principles of Public Relations
- Media Writing
- Academic Writing

#### Major Elective (Choose 1)

- International Communication
- Photography

#### YEAR 2

- Human Communication
- Media Content Editing
- Organisational Communication
- Event Management
- Research Methods in Communication
- Public Relations Counselling
- Media Literacy and Critical Thinking
- New Media Marketing
- Screen Studies

#### Major Elective (Choose 1)

- Intercultural Communication
- Rhetorical Criticism

#### YEAR 3

- Thesis Writing
- Media Management
- Social Media and Crisis Communication
- Industrial Training

#### Major Elective (Choose 1)

- AI and Digital Communication
- Data Analytics and Visualisation for Corporate Communication

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