

MASTER OF COMMUNICATION AND CULTURE

KPT/JPS[N/321/7/0242]10/26[MQA/PA14653]

| DURATION | INTAKE | MEDIUM OF INSTRUCTION |
|------------------------|-----------------|-----------------------|
| Full-time: 2-3 years | April/September | English |
| Part-time: 2.5-5 years | | |

ABOUT THE PROGRAMME

The Master's Degree in Communication and Culture (MCC) explores the latest media research methods, investigates comprehensive theoretical approaches to media in the modern world and helps students engage with critical materials and cultural developments. In the face of increasing globalisation, effective global communication is important in the expansion of domestic and international economies, the education of citizens in multicultural and international issues, and the development of intercultural competence. Understanding how to navigate complex global and cultural issues in the social, political and economic spheres is crucial. The learners will develop a toolkit of critical, professional and practical skills and knowledge to equip themselves for the varied and fast-moving global landscape. In line with the mission of the University, the programme nurtures the learners with dignity and wisdom in order to become steadfast and contributing members of society.

PROGRAMME HIGHLIGHTS

- A sustainable and strong industrial networking and progressive industrial linkage.
- An environment that allows learners to hone invaluable skills in the modern workplace.
- An avenue for learners to choose from a variety of career options in the related industries based on the versatility of the programme.
- An excellent team of faculty members from renowned universities.

CAREER OPPORTUNITIES

- The Master's Degree in Communication and Culture opens the door to a variety of career possibilities across different industries, including business administration, legacy media such as film, newspapers, radio and television, digital media, marketing, public relations, advertising, and government and public affairs.
- With such a wide range of job options after graduation, choosing a specialized elective module sets students on the path to their ideal career.
- Students will also be well prepared for further postgraduate study such as a PhD or teaching qualification.





ENTRY REQUIREMENTS

- i. A Bachelor's Degree or its equivalent, with a minimum CGPA of 2.75, as accepted by Senate; or
- ii. A Bachelor's Degree or its equivalent, with a minimum CGPA of 2.5, subject to internal assessment; or
- iii. A Bachelor's Degree in the field or related fields or equivalent with CGPA 2.00, subject to a minimum of 5 years working experience in a relevant field and internal assessment; or
- iv. Candidates without related qualification in the field/s or working experience in the relevant fields must undergo prerequisite courses and meet the minimum CGPA as (i) to (iii).

For **international students**, TOEFL iBT score of 60, or IELTS score of 6.0 or its equivalent is needed.

LIST OF COURSES OFFERED

| | | |
|--------|---|-------------------------|
| YEAR 1 | *Chinese 1 *Selected Topics on China | *ADDITIONAL REQUIREMENT |
| | Communication & Culture: An Interdisciplinary Approach Qualitative Research Methodology Quantitative Research Methodology | COMPULSORY |
| | Screenology Cyberculture and Cybercommunities Integrated Marketing Communication Corporate Communication Cultural Movements and Reinterpreting the Modern | SPECIALISATION ELECTIVE |
| YEAR 2 | Dissertation | COMPULSORY |

*Students with credits in Chinese courses in previous result slips (UPSR/STPM/UEC/A-Level/Foundation/Matriculation/Diploma/SPM/O-Level/HSK, etc.) can be exempted from Chinese 1 and Selected Topics on China.

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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