



MASTER OF COMMUNICATION AND CULTURE

[N/0323/7/0018] 10/26 [MQA/FA14653]

DURATION OF STUDY

Full-time: 2-3 years
Part-time: 2.5-5 years

INTAKE

April/September

MEDIUM OF INSTRUCTION

English

ANNUAL FEE

RM 17,500 (Local) RM 22,500* (International)

*Fees subject to 6% Sales & Service Tax (SST).

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.



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

- i. A Bachelor's Degree (Level 6, MQF) in Media and Communication with a minimum CGPA of 2.50, as accepted by the HEP Senate; OR
- ii. A Bachelor's Degree (Level 6, MQF) in Media and Communication with a minimum CGPA of 2.00 and not meeting a CGPA of 2.50 can be accepted subject to rigorous internal assessment as determined by the HEP; OR
- iii. Any other Bachelor's Degree (Level 6, MQF) (Non-Media and Communication) with a minimum CGPA of 2.00 can be accepted, subject to a rigorous internal assessment and prerequisite courses determined by the HEP; OR
- iv. Other qualifications equivalent to a Bachelor's degree (Level 6, MQF) in Media and Communication or related fields recognised by the Government of Malaysia must undergo rigorous internal assessment as determined by the HEP. (the requirement of CGPA is based on item i – ii)
- v. Achieve a grade in the MUET or any English competency test equivalent to a Mid B2 in the CEFR.

LIST OF COURSES OFFERED

YEAR 1

Major Core

- Communication & Culture: An Interdisciplinary Approach
- Research Methodology
- Communication Theories

Major Elective

Students to choose ONE (1) course (Total 3 credits):

- Screenology
- Cyberculture and Cybercommunities
- Integrated Marketing Communication
- Corporate Communication
- Cultural Movements and Reinterpreting the Modern

Additional Requirement*

- Chinese 1
- Selected Topics on China

*No additional tuition fees imposed.

Note:

- Students who obtained a Bachelor's or Master's degree in China can be exempted from Selected Topic on China.
- Students with a credit for Chinese course in previous result slips (UPSR/SPM/O-Level/UEC/A-Level/Foundation/Matriculation/Diploma/HSK etc.) can be exempted from Chinese 1.

YEAR 2

- Dissertation

XIAMEN UNIVERSITY MALAYSIA DULN009(B)

TEL : +603 7610 2079/ +603 8800 6825

E-MAIL : enquiry@xmu.edu.my/ pg.enquiry@xmu.edu.my

WEBSITE : www.xmu.edu.my

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

xmu.edu.my



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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