



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 (Honours) 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 (Honours) 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 (Honours) 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 opportunities 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	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 D in any 2 subjects
UEC	A pass in UEC with at least a Grade B in 5 subjects including English
Foundation/Matriculation	A pass Matriculation/Foundation with at least a CGPA 2.0 out of 4.0
Diploma	A 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 Mass Communication
- Introduction to New Media Studies
- Introduction to Public Relations
- Photography
- Academic Writing
- Audiovisual Production
- Media Law and Ethics
- Media Writing
- Persuasive Communication
- Public Speaking

YEAR 2

- Human Communication
- Media Content Editing
- Organisational Communication
- Public Relations Campaign
- Research Methods in Communication
- Public Relations Consultancy
- Media Literacy and Critical Thinking
- Social Media and Crisis Communication
- Screen Studies
- International Communication

YEAR 3

- Final Year Project
- Media Management
- New Media Marketing
- AI and Digital Communication
- Data Analytics and Visualisation
- Industrial Training

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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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