MMU®
MULTIMEDIA UNIVERSITY

TM Group

TOGETHER WE LEAD THE
DIGITAL FUTURE

Muhammad Edzwan
MMU Comm Student

STRATEGIC
COMMUNICATION

Diploma in Applied Communication (N/321/4/0258) 09/24 (MQA/PSA12395)

The two-year programme focuses on developing students' knowledge of communication. It increases students' understanding and critical awareness of the dynamics of media transformation and the challenges this creates within various applied contexts.

Career Prospects: Corporate Communication Executive, Marketing and Communication Executive, Advertising and Marketing Executive, Media Analyst, Media Broadcaster, Media Relations Personnel, Market Researcher, Public Relations Personnel, Brand Analyst, Copywriter, Event Co-ordinator, Social Media Executive, Campaign Executive

Upon completion of the Diploma programme, you can opt for a related Degree programme from the Faculty of Applied Communication.

PROGRAMME STRUCTURE

YEAR 1		
Trimester 1	Trimester 2	Trimester 3
• Fundamentals of Communication Theories • Digital Media and Culture • Introduction to Stakeholder Management • Fundamentals of Intercultural Communication • English	• Consumer in Digital Age • Media Law and Ethics • Media and Broadcasting • Public Relations • Essential Academic English	• Visual Communication • Advertising in New Media

YEAR 2		
Trimester 4	Trimester 5	Trimester 6
• Strategic Communication and Digital Media • Viral Marketing Communication • Digital Journalism • Media Publishing and Design • Social Media Strategy	• Digital Content Creation and Storytelling • Business Communication in the Digital Age • Corporate Event Planning • Digital Entrepreneurial Communication	• Internship

ELECTIVE COURSES			
• Persuasive Presentation • Computer Technology in New Media	• Drama and Performance • Media and Entertainment Management	• Personal Branding • Media Production	• Copywriting

MPU COURSES			
U1	U2	U3	U4
• Pengajian Malaysia 2 • Bahasa Melayu Komunikasi 1	• Basic Academic Writing • Grooming and Professional Etiquette	• Family and Society in Malaysia • Introduction to Cultural Practices in Malaysia	• Personal Social Responsibility

Note: The above programme structure serves as a guide. Courses may differ according to intakes.

Foundation in Communication (N/321/3/0210) 04/26 (MQA/PSA14410)

The Foundation in Communication (FiC) programme provides learners a basic understanding of the theories of communication as well as related skills in the area of communication. The contemporary and integrated modules of the programme are learner centric and adopt inductive teaching and learning approaches to promote inquiry-based and problem-based learning skills. This enhances cognitive development that enables lifelong learning.

FiC also introduces learners to the beneficial entrepreneurial and innovative skills that transform society and create sustainable development. Closely aligned to MMU's mission and vision, the programme also strengthens learners' English language proficiency through its comprehensive English language modules. The programme also distinctively includes fundamental digital skill-sets to empower aspiring communication professionals to solve meaningful problems, and employ related software programmes to create digital contents.

PROGRAMME STRUCTURE

Trimester 1	Trimester 2	Trimester 3
• Communicative English • Communication Studies • Discovering Mass Communication • Reasoning and Advocacy • Fundamentals of Media Writing • Fundamental of Visual Communication	• Essential English • Social and Emotional Health • Communication and Culture • Digital Media Applications • Public Speaking • Introduction to Business Management	• Academic English • Fundamentals of Integrated Marketing Communication • Social Network Applications

Note: The above programme structure serves as a guide. Courses may differ according to intakes.

Bachelor of Communication (Strategic Communication) (Hons.) (R/321/6/0174) 14/25 (MQA/PA4223)

The Bachelor of Communication (Strategic Communication) (Hons.) focuses on the development of creativity, innovation, analytical and practical knowledge as well as skills directed towards strategic applications of communication to societal issues and organisational objectives.

Career Prospects: Corporate Communication Professional, Media Writer, Advertising and Sales Promotion Executive, Strategic Communication Programme Personnel, Corporate Communication Officer, Public Information Officer, Media Broadcaster, Communication Adviser, Public Relations Personnel, Publicity Consultant.

PROGRAMME STRUCTURE

Year 1	Year 2	Year 3
CORE		
▪ Fundamentals of Strategic Communication ▪ Communication Theories ▪ Media Culture ▪ Fundamentals of English ▪ Stakeholders Management ▪ Media Law ▪ English for Academic Purposes ▪ Intercultural Communication ▪ Public Relations Strategies ▪ Marketing Communication Strategies ▪ Workplace Communication	▪ Corporate Communication ▪ Social Media Strategies ▪ Media Publishing and Corporate Design ▪ Strategic Thinking and Planning ▪ Integrated Promotional Communication ▪ Semiotic Studies ▪ Multimedia Applications for Communication ▪ Communication Research Methodology	▪ Corporate Strategy ▪ Design Thinking for Strategic Communication ▪ Crisis Communication Strategy ▪ Event Planning and Management ▪ Corporate Reputation Management ▪ Corporate Advertising ▪ Corporate Writing ▪ Negotiation in Professional Contexts ▪ Capstone Project ▪ Internship
ELECTIVE COURSE		
▪ Creative Writing ▪ Consumer Trends ▪ Creativity and Innovation ▪ Becoming A Leader ▪ Corporate Training ▪ Professional Image and Etiquette ▪ Office Application for Professionals	▪ Spanish Language 1 ▪ Korean Language ▪ French Language 1 ▪ Chinese Level 1 ▪ Japanese Language 1 ▪ German Language 1 ▪ Spanish Language 2 ▪ Korean Language 2 ▪ French Language 2 ▪ Chinese Level 2 ▪ Japanese Language 2 ▪ German Language 2	▪ Spanish Language 3 ▪ Korean Language 3 ▪ French Language 3 ▪ Chinese Level 3 ▪ Japanese Language 3 ▪ German Language 3
MPU COURSES		

U1
▪ Hubungan Etnik
▪ Tamadun Islam dan Tamadun Asia
▪ Pengajian Malaysia 3
  (International Students)
▪ Bahasa Malaysia Komunikasi 2
  (International Students)
	U2
	▪ Bahasa Kebangsaan A
	▪ Entrepreneurship and Lean Start-up **U3**
	▪ Stress & Well-Being among Malaysians
		U4
		▪ Personal Social Responsibility

Note: The above programme structure serves as a guide. Courses may differ according to intakes.

COMMUNICATION

University	Programme	Minimum Entry Requirements	Duration	Estimated yearly tuition fee
CYBERJAYA	***Foundation*** ▪ **Foundation in Communication** (N/321/3/0210) 04/26 (MQA/PSA14410)	I. Pass SPM/O-Level or its equivalent with a minimum of five (5) credits including English; **OR** II. Pass UEC with a minimum of three (3) Bs including English.	1 year	RM6,000
CYBERJAYA	***Diploma*** ▪ **Diploma in Applied Communication** (N/321/4/0258) 09/24 (MQA PSA12395)	I. Pass in SPM /O-Level or its equivalent with a minimum of Grade C in at least three (3) subjects, inclusive of English; **OR** II. Pass STPM or its equivalent with a minimum of Grade C (GPA 2.00) in any one (1) subject including a minimum of Grade C in English at SPM/O-Level or its equivalent; **OR** III. Pass in STAM with a minimum Grade Maqbul (Pass) in any one (1) subject including a credit in SPM English or its equivalent; **OR** IV. Pass UEC with a minimum of three (3) Bs including English; **OR** V. Pass SKM Level 3 or any qualifications equivalent to Certificate (Level 3, MQF) including Pass SPM with a credit in English or its equivalent; **OR** VI. Pass a Certificate or its equivalent including a credit in English at SPM or its equivalent; **OR** VII. Pass a Certificate in Media and Communication or its equivalent.	2 years	RM10,950
CYBERJAYA	***Bachelor*** ▪ **Bachelor of Communication (Strategic Communication) (Hons)** (R/321/6/0174) 04/25 (MQA/SWA4223)	I. Pass Matriculation / Foundation or its equivalent, with minimum CGPA 2.00 including a minimum of Grade C in English at SPM/O-Level or its equivalent; **OR** II. Pass STPM or its equivalent with a minimum of Grade C (GPA 2.00) in any two (2) subjects including a minimum of Grade C in English at SPM/O-Level or its equivalent; **OR** III. Pass A-Level with a minimum of Grade D in any two (2) subjects; **OR** IV. Pass STAM with a minimum Grade Jayyid (Good) in two (2) subjects including a credit in SPM English or its equivalent; **OR** V. Pass UEC with a minimum of five (5) Bs including English; **OR** VI. Pass a Diploma or its equivalent, with minimum CGPA 2.00 including a credit in English at SPM or its equivalent; **OR** VII. Pass a Diploma in Media and Communication or its equivalent; **OR** VIII. Pass DKM/DLKM/DVM with a minimum CGPA of 2.50. Candidates with CGPA below 2.50 **MUST** have at least two (2) years of work experience in the related field.* *Note:* **DKM /DLKM/DVM candidates may be required to undergo Bridging Programme as an additional requirement*	3 years	RM16,667

Other Fees

One-time Fee		Student Activities Fee		Resource Fee		On Campus Residence Fee	
Admission Fee	RM570	**Long Trimester** **Short Trimester**	**RM200** **RM100**	**Long Trimester** **Short Trimester**	**RM600** **RM300**	**Cyberjaya Campus** **Melaka Campus** **Deposit** (upon registration)	**RM250 - RM350** **RM210 - RM270** **RM400**
Deposit	RM500	**Student Activities Fee (ODL)**					
Total	**RM1,070**	**Long Trimester** **Short Trimester**	**RM120** **RM60**			**Pre-payment** (each trimester)	**RM400**

Note: 2 Long trimesters in a year

MULTIMEDIA UNIVERSITY
(DU001(B))

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accurate at the time of printing.
MMU reserves the right to make, without notice,
amendments or modifications, as may deem
necessary.