



BACHELOR OF ARTS (MASS COMMUNICATION)

MoHE Course Code: R/321/6/0186

ALL ABOUT BACHELOR OF ARTS

This course offers the chance to develop skills and knowledge in two or more related fields of study at the intersection of media, business, design and new communications technologies. It offers contextual study of history, theory, ethics and criticism of the various practices, institutions and discourses in media, communication and information. Foundation skills and knowledge for work in corporate media and information field is provided with considerable breadth of expertise.

- Film + TV Production and Marketing Stream
- Film + TV Production and Public Relations Stream

Entry Requirements

- Accredited Foundation or Diploma from any college, university college or college.
- STPM/ A-Levels (best Of 3) - 5
- UEC (best of 5 selected) - 20
- ATAR (WACE/SACE/HSC/VCE/AUSMAT/SAM/MUFY) - 70
- IB - 24
- Ontario Gr 12 (best of 6) & CPU - 60
- HKDSE - 15
- WAUPP (CPS) - 53

English Requirement

- IELTS: Overall 6.5 (no individual band below 6.0)
- TOEFL: 79 (band minimum W-21, L-13, R-13, S-18)
- SPM 1119 English: C
- GCE 'O' Level: C6 or above

Recognition/ Accreditation

- Malaysian Qualifications Agency (MQA)
- Public Services Department (JPA)

Duration

3 Years full-time

Intakes

February and August

Venue

Curtin Sarawak Campus
Miri, Sarawak

Career Opportunities

Public Relations Officer, Market Researcher, Journalist, Advertising Account Executive, Copywriter, Print Journalist, Radio Journalist, Television Journalist, Photo Journalist, Media Liason Officer, Communications Officer, Filmmaker, Cameraperson, Producer, Production Designer, Cinematographer, Editor, Video Editor, Scriptwriter, Graphic Designer, Internet Project Manager, Online Writer, Internet Analyst, Web Communications Consultant, Website Manager, Online Marketer, Digital Content Creator, Marketing Officer

What our graduate say...



**Keeshaanan
Sundaresan**

Company: FourthOfficial.com
Position: Chief Editor

It's a whole package of knowledge, let's just say that. The creative industry isn't at the behest of degrees and varsity qualifications. But what Curtin's Mass Communication course does is give you the strategic bit of knowledge and technical skills for a variety of things. You learn the basics of journalism, important film techniques, and even the business side of things. Essentially, it gives you the platform to be a flexible player within the industry, upon graduation. And trust me, flexibility is so, so crucial to your ability to succeed in a competitive industry. It was nothing short of a revelation, for me.

Bachelor of Arts (Mass Communication) Streams

FILM & TELEVISION

This stream teaches you the skills and concepts of corporate video production. When taken in combination with the other elements of the BA (Mass Communication), the Corporate Screen Production stream will provide you with the ability to use the technologies of video production to understand the planning and implementation of corporate production projects.

MARKETING

This stream introduces the key skills and knowledge needed for successful marketing. It provides students with an understanding of marketing principles, consumer behaviour and a range of specialisations in marketing including international and internet marketing.

PUBLIC RELATIONS

This stream, available as part of the Bachelor of Arts (Mass Communication), has enjoyed an outstanding reputation over many years for preparing students with the skills, understanding and professionalism necessary for a career in the media industry. You will learn both the professional aspects of journalism practice and the theoretical understanding of media law and regulation, the history of economics of the media, and ethical and social issues.

Why Mass Communication at Curtin Sarawak?

- The course is technology centered and gives students real opportunities to work with commercial-level equipment and produce real work for print, film & TV.
- The course provides ample opportunities for practical learning and exposure to industry practices.
- Students can build their portfolio of work experience and meet industry professionals. Academic staff also maintain close contact with industry ensuring the course is at the cutting edge.
- Curtin Sarawak's Mass Communication students have won numerous national awards and prizes for short films and documentaries in film competitions such as AFP Short Film Awards, Program Karyawan Muda, Detik-Detik MH, IGEM Dare to Dream Challenge, Naim Land Curtin Sarawak Short Film Competition and MUFORS Road Reels Short Film Competition - a high quality of the course and the Department of Culture, Media and Communication's teaching standards. The Media and Communication Department has state-of-the-art facilities and equipment to support learning.

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KPT/JPT/DFT/US/Y02



Course Structure

Film + Television and Public Relation Stream

| Year 1, Sem 1 | Year 1, Sem 2 |
|---|---|
| Engaging Media | Academic and Professional Communication |
| Culture Cultures | Design Computing 1 |
| Web Communications Screen Practice | Introduction to Screen Cultures Public Relations Foundations |
| Year 2, Sem 1 | Year 2, Sem 2 |
| Consuming Culture | Asian Media in Transition |
| TV Studio Workshop | Visual Complex Ideas |
| Public Relations Technique Introduction to Print | Media Relations Elective |
| Year 3, Sem 1 | Year 3, Sem 2 |
| Transmedia Content Creation | Transmedia Production |
| Public Relations Consultancy | Public Relations Internship |
| Corporate Public Relations or Cross Culture Communications | Elective |
| Elective | Elective |

Film + Television and Marketing Stream

| Year 1, Sem 1 | Year 1, Sem 2 |
|--|--|
| Engaging Media | Making Meaning |
| Culture Cultures | Design Computing 1 |
| Web Communications Screen Practice | Introduction to Screen Cultures Discovering Marketing |
| Year 2, Sem 1 | Year 2, Sem 2 |
| Consuming Culture | Asian Media in Transition |
| Advertising and Music Video Production | Corporate Documentary Screenwriting |
| Consumer Behaviour | Marketing Research or Internet Marketing |
| Introduction to Print | Elective |
| Year 3, Sem 1 | Year 3, Sem 2 |
| Documentary Production Workshop | Corporate Documentary Production |
| International Marketing or Retail Marketing and Distribution | Public Relations Internship |
| Professional Practice in Marketing or Strategic Marketing | Elective |
| Elective | Elective |

FOR MORE INFORMATION:

Curtin University, Sarawak Malaysia

CDT 250, 98009 Miri

Sarawak, Malaysia

Tel : +60 85 443 939 (General line)
+60 85 443 090 (Student enquiries)

Fax : +60 85 443 838

Email : enquiries@curtin.edu.my



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