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.

- **Corporate Screen Production** • Journalism/Public Relations/Marketing
- **Journalism** • Public Relations/Marketing

**ENTRY REQUIREMENTS**
- Accredited Foundation or Diploma from any college, university college or college
- STPM/ A Levels (best 5) - 3:
  - UEC (best 5) - 4.5
- ATAR (WACE/SACE/HSC/AS/AUSMAT/SAHMS) - 80
- IB - 24
- Ontario Gr 12 (best of 6) & CPU - 60
- HKDSE – 15
- UEC (best of 5 selected) - 15
- Matriculation/Foundation CGPA - 2.0

**ENGLISH COMPETENCY**
- IELTS: Overall 6.5 (no individual band below 6.0)
- SPM 1119 English: C
- TOEFL: 79 (band below 6.0)
- Matriculation/Foundation CGPA - 2.0

**DURATION**
- 3 years full time

**MORE COURSE CODE**
- 0807 (R/321/0/0185)

**RECOGNITION/ACCREDITATION**
- Malaysia Qualifications Agency (MQA)
- Public Service Department (PSD)

**LOCATION**
- Malaysia

**INTAKE**
- February, July

**What our graduate say...**

**Keershonan Sundaresan**
Company: FourthOfficial.com
Position: Chief Editor

“It’s a whole package of knowledge, let’s just say that. The creative industry is at the heart of degrees and skills qualifications. But what Curtin’s B Mass Communication program does is that it covers all the thing...”

**Dilendo Wittemue**
Company: Publicis Solutions - Leo Burnett Sri Lanka
Position: Brand Executive

“I would say my four years at Curtin is one of the best experiences I have ever been through...”

**Bachelor of Arts (Mass Communication) Streams**

**CORPORATE SCREEN PRODUCTION**
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.

**JOURNALISM**
This stream covers journalism theory and practice through print, broadcast and online media, including learning the legal and ethical conditions under which journalism is practised. When taken in combination with the other elements of the Bachelor of Arts (Mass Communication) this stream provides students with the ability to communicate effectively, produce news and current affairs material for print and electronic media, and understand how contemporary news media operate.

**Course Structure**

**Bachelor of Arts (Mass Communication)**

**YEAR 1 SEMESTER 1**
- **DESCRIPTION**
  - Introducing Corporate Communications
  - Culture to Cultures
  - Web Communication
  - Journalism/Corporate Screen Production Unit

**YEAR 1 SEMESTER 2**
- **DESCRIPTION**
  - Engaging Media
  - Design Computing
  - Journalism/Corporate Screen Production Unit
  - Marketing/Public Relations Unit

**YEAR 2 SEMESTER 1**
- **DESCRIPTION**
  - Asian Media in Transition
  - Visualising Complex Ideas
  - Journalism/Corporate Screen Production Unit
  - Marketing/Public Relations Unit

**YEAR 2 SEMESTER 2**
- **DESCRIPTION**
  - Consuming Culture
  - Journalism/Corporate Screen Production Unit
  - Marketing/Public Relations Unit

**YEAR 3 SEMESTER 1**
- **DESCRIPTION**
  - Journalism/Corporate Screen Production Unit
  - Marketing/Public Relations Unit
Why Mass Communication at Curtin Malaysia?

- 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 Malaysia’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.

FOR MORE INFORMATION:

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