LINCOLN UNIVERSITY COLLEGE
DKU016 (B)

2022 SETARA COMPETITIVE UNIVERSITY COLLEGE

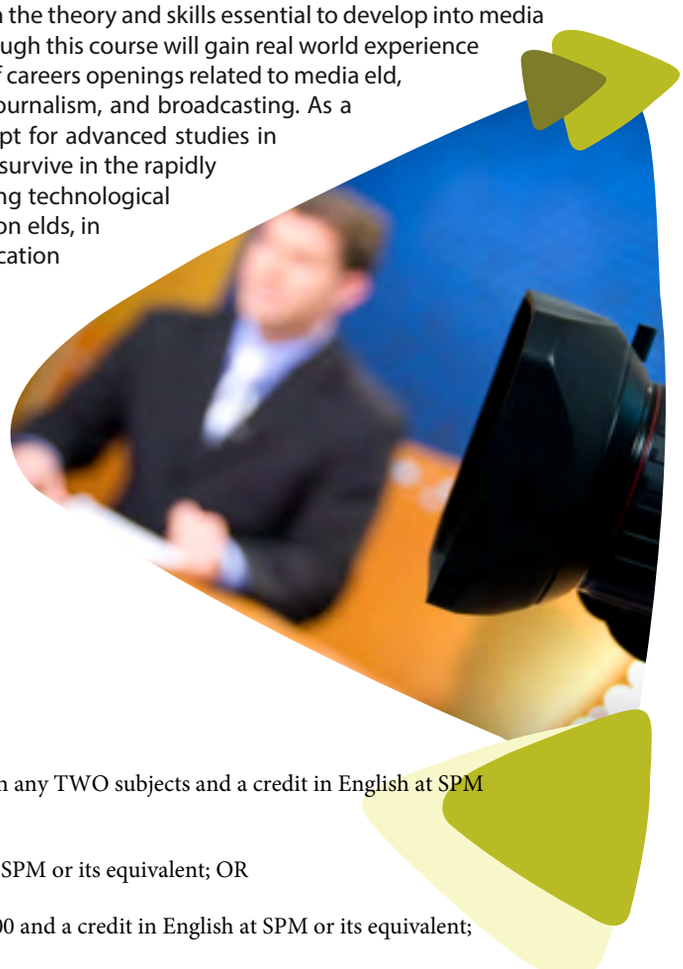
ISO 9001:2015 Certified

Bachelor of Arts in Mass Communication (Honours)

(R2/0321/6/0142) (08/29) (MQA/FA4229)

PROGRAMME DESCRIPTION

The programme presents to the students an interdisciplinary basis on the theory and skills essential to develop into media practitioners and more informed media consumers. The student through this course will gain real world experience in the mass media professions. The graduates will achieve a variety of careers openings related to media eld, including advertising, corporate communication, public relations, journalism, and broadcasting. As a result students interested in graduate studies in this eld can also opt for advanced studies in various elds across the country. This course will train the students to survive in the rapidly expanding world of media and corporate communication by teaching technological skills and knowledge for work in corporate media and communication elds, in addition to the understanding of matters related to media, communication and information.



PROGRAMME AIM

The program aims to create graduates with the essential and advanced knowledge in communication. The course prepares the students in mass communication with integrity, originality, percep tive attitudes and other essential related skills. The students are taught to reect and analyze issues signicantly, and gain a compre-hensive understanding in their eld, focusing on ideas, theories and professional practices. The objective is to apply the knowledge to help the society to develop in a positive way.

PROGRAMME DURATION

Minimum Duration : 38 Months
Maximum Duration : 68 Months

INTAKE AND ENTRY REQUIREMENTS

January, July, October

i. A pass in STPM or its equivalent, with a minimum of Grade C (GPA 2.00) in any TWO subjects and a credit in English at SPM or its equivalent; OR

ii. A pass in STAM with a minimum grade of Jayyid and a credit in English at SPM or its equivalent; OR

iii. A Diploma (Level 4, MQF) or its equivalent, with a minimum CGPA of 2.00 and a credit in English at SPM or its equivalent; OR

iv. A Diploma in Media and Communication (Level 4, MQF) field or its equivalent; OR

v. Certificate Matriculation/Foundation or its equivalent, with a minimum CGPA of 2.00 and credit in English at SPM or its equivalent; OR

vi. A Diploma Kemahiran Malaysia (DKM) / Diploma Vokasional Malaysia (DVM) with a minimum CGPA of 2.50 subjected to the HEP Senate / Academic Board's approval; OR

vii. A Diploma Lanjutan Kemahiran Malaysia (DLKM) with a minimum CGPA of 2.50 subjected to the HEP Senate / Academic Board's approval; OR

viii. Other relevant and equivalent qualifications recognised by the Malaysian Government (Candidates can be admitted if their admission qualification contains English subject (s) equivalent to English at the SPM level. If it is not equivalent, a reinforcement of an English subject equivalent to the SPM level must be offered before enrolment).

Notes:

● Candidates with a pass in English at SPM level (or English equivalent to SPM) need to take a reinforcement English subject equivalent to the SPM level. This subject must be offered before enrolment.

Call us :

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+603 78063478 (International)

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No. 2, Jalan Stadium, SS 7/15, Kelana Jaya, 47301, Petaling Jaya, Selangor Darul Ehsan, Malaysia.

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● Candidates without an English subject in their admission qualification need to take a reinforcement English subject equivalent to the SPM level. This subject must be offered before enrolment.

● Students are required to pass the reinforcement English before being allowed to take related core courses.

● Students from Matriculation / Foundation or its equivalent can be exempted from taking reinforcement English, provided that the English offered at that programme level is equivalent / higher than English offered at SPM level.

International Students

Achieve a grade in the MUET or any English competency test equivalent to a High B1 in the CEFR.

LIST OF COURSE/MODULE OFFERED IN THE PROGRAMME

Sl No	Subject Code	Subject name	Credit
1	BMC 1113	Principles of Communication	3
2	BMC 1123	Public Speaking	3
3	BMC 1133	Development of Mass Communication Industry	3
4	BMC 1143	Critical Reading and Academic Writing	3
5	MPU 3193	Philosophy and Current Issues	3
6	MPU 3143	Malay Language Communication 2 Local Student	3
7	MPU 3183	Appreciation of Ethics and Civilizations International Students	3
8	BMC 1213	Development Communications	3
9	BMC 1223	Mass Communication: Concepts and Theories	3
10	BMC 1233	Print Media I	3





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