



R/010/3/0269(08/24) MQA/FA 4477

Foundation in Arts

Intakes	January, March, June and September
Duration	1 Year (Full-Time)
Course Location	 UOW Malaysia KDU College, Damansara Jaya

The Foundation in Arts aims to produce all-rounded graduates to meet the vigorous demand of tertiary education. The program curriculum is designed to allow students to acquire theoretical knowledge as well as practical skills in the respective courses. The program is an entry qualification for degree programs in the areas of business, management, accounting, finance, economics, marketing, mass communication, media studies, and law. It is also ideal for those interested to pursue a double degree major undergraduate program.

COURSE STRUCTURE

CORE (6 COMPULSORY MODULES) Total of 16 Modules

- Academic Writing, Presentation Skills and Research Skills
- Intro to Sociology
- Introduction to Communication Studies
- Introduction to Business
- Critical Thinking & Problem Solving
- Introduction to Information Technology


ELECTIVES (CHOOSE 7 MODULES)

- Statistics
- Fundamental of English Legal System
- Fundamental of Contract Law
- Introduction to Accounting
- Microeconomics
- Macroeconomics
- Introduction to Psychology
- Principle of Accounting



R/010/3/0111(02/23) MQA/FA 2523

Foundation Studies (Art and Technology)

Intakes	January, March, June and September
Duration	1 Year (Full-Time)
Course Location	 UOW Malaysia KDU University College, Utropolis, Glenmarie

This one-year multidisciplinary foundation program aims to prepare students for further study in the fields of Game Development, Business, Communication, Computing, Hospitality and Digital Media Production.

This flexible program ensures students are grounded with a strong grasp of core subjects according to their choice of program at degree level, as well as a variety of other subjects to give them a broad-based education platform. It also helps them to explore new methods and ideas, as well as skills and concepts, to encourage independent and critical thinking. Upon completion, students will be able to articulate seamlessly into various degree programs offered at UOW Malaysia KDU.

COURSE STRUCTURE

CORE (6 COMPULSORY MODULES) Total of 17 Modules

- | | |
|--|---------------------------------|
| - Creative Studies | - Introduction to Business |
| - Critical Writing and Referencing | - Social Science |
| - Fundamentals of Information Technology | - Introduction to Communication |

STREAM (7 MODULES ACCORDING TO STREAM)

GAME ART / DIGITAL MEDIA PRODUCTION

- | | |
|--------------------|-----------------------------|
| - Design Practice | - Media Appreciation |
| - Design Studies | - Introduction to Marketing |
| - Drawing 1, 2 & 3 | |

BUSINESS / HOSPITALITY

- | | |
|------------------------------|--|
| - Information System | - Introduction to Marketing |
| - Introduction to Accounting | - Introduction to Quantitative Methods |
| - Introduction to Economics | - Introduction to Multimedia |
| - Introduction to Management | |

GAME DESIGN / COMMUNICATION

- | | |
|------------------------------|------------------------------|
| - Design Practice | - Introduction to Multimedia |
| - Digital Photography | - Media Appreciation |
| - Design Studies | - Introduction to Marketing |
| - Introduction to Management | |

GAME TECHNOLOGY / COMPUTING

- | | |
|------------------------------|--------------------------------|
| - Design Studies | - Mathematics 1, 2 & 3 |
| - Information System | - Programming Logic and Design |
| - Introduction to Multimedia | |



R2/321/4/0050(02/23) A 8399

Diploma in Communication & Media

Intakes January, March, June and September

Duration 2 Years (Full-Time)

Course Location  UOW Malaysia KDU University College, Utropolis, Glenmarie

Designed with the perfect balance of theory and practice, the Diploma in Communication & Media ensures students are grounded with a strong foundation in the communications field and are exposed to real-world experience through industry projects. Students will develop skills and knowledge in areas such as radio and TV production, journalism, digital media, advertising and public relations, and complemented with writing, public speaking and research skills. Students will train in our state-of-the-art creative suites and studios, allowing them access to industry-standard tools and practices.

COURSE STRUCTURE

YEAR 1

- Critical Thinking & Reading Skills
- Introduction to Communication & Media
- Public Speaking Skills
- Introduction to Sociology
- Writing and Referencing Skills
- Principles of Advertising
- Media, Culture & Society
- Introduction to Radio Production
- Principles of Public Relations
- Introduction to New Media
- Media Research Methods
- Principles of Newswriting & Reporting
- Organisational Communication
- Personal Development Planning
- Co-curricular activities and community
- Bahasa Kebangsaan A
- Malaysia Culture and Life
- Pengajian Malaysia 2 (local students)
- Bahasa Melayu Komunikasi 1 (International Students)

YEAR 2

- Introduction to Film Studies
- Consumer Behaviour
- Creative Strategy
- Introduction to Publication Design
- Principles of Copy Writing
- Media Planning
- Multimedia and Web Development
- Human Communication
- Photo Communication
- Media Law & Ethics
- Practical Training



R2/212/4/0005(01/22) MQA/FA 1210

Diploma in Entertainment Arts

Intakes January, March, June and September

Duration 2 Years (Full-Time)

Course Location  UOW Malaysia KDU University College, Utropolis, Glenmarie

The program ensures students develop all-rounded talents, exposing them to music, dance, acting and management skills. It offers hands-on experience with industry professionals who will teach and guide students on how to brand, position and market themselves in this highly competitive space. Students will develop an impressive portfolio through workshops and seminars, participate in projects such as concerts and arts festivals, as well as pitch their ideas to executives.

COURSE STRUCTURE

YEAR 1

- Acting and Performance on Stage (Acting Lab 1)
- Introduction to Contemporary Film Industry
- Introduction to Entertainment Industry
- Navigating Hollywood
- Writing and Referencing Skills
- Playwrighting Lab
- Acting Lab 2
- Movement and Dance
- Entertainment Marketing
- Multimedia and Web Development
- Acting for Camera
- Co-curricular activities and community
- Bahasa Kebangsaan A
- Malaysia Culture and Life
- Pengajian Malaysia 2 (local students)
- Bahasa Melayu Komunikasi 1 (International Students)

YEAR 2

- Directing Lab
- Media Law & Ethics
- Critical Thinking and Reading Skills
- Media, Culture and Society
- Technopreneurship
- Public Speaking Skills
- Photo Communication
- Performance Showcase
- Personal Development and Planning
- Internship



R/214/4/0069(03/23) MQA/FA 2250

Diploma in Entrepreneurial Design

Intakes	January, March, June and September
Duration	2 Years (Full-Time)
Course Location	 UOW Malaysia KDU University College, Utropolis, Glenmarie

The Diploma in Entrepreneurial Design, the first of its kind in Malaysia, was designed to develop graduates who will become thinking designers, resourceful problem solvers and innovative entrepreneurs. The program inculcates creativity and design skills to give graduates a head start in the industry while the entrepreneurial skills and knowledge will sustain their careers in the long run.

COURSE STRUCTURE

YEAR 1

- | | |
|--|---|
| - Introduction to Creative Writing | - Multimedia & Web Development |
| - Design Culture | - Personal Development Planning |
| - Consumer Behaviour | - Technopreneurship |
| - Introduction to Publication Design | - Co-curricular activities and community |
| - Creative Thinking & Problem Solving | - Bahasa Kebangsaan A |
| - Visual Design & Communication | - Malaysia Culture and Life |
| - Enterprise Skills | - Pengajian Malaysia 2 (local students) |
| - Photo Communication | - Bahasa Melayu Komunikasi 1 (International Students) |
| - Entrepreneurial Communication & Thinking | |

YEAR 2

- | | |
|------------------------------------|---|
| - Web Development and Design | - Sustainable Design |
| - Strategic Thinking with Branding | - Social Entrepreneurship |
| - Leadership Development | - Principles of Marketing |
| - Packaging Design | - Exhibition Design (Showcase) |
| - Fashion Merchandise | - Industry Immersion Program (Internship) |

Educational partner:



N/321/6/0239(07/23) MQA/PA 9071

Bachelor of Communication (Hons) in Media Production

Intakes	January, June and September
Duration	3 Years (Full-Time)
Course Location	 UOW Malaysia KDU University College, Utropolis, Glenmarie

The program is designed to equip students with technical knowledge as well as life long and entrepreneurial skills that will prepare them for the dynamic media and communication industries. Students will train in our state-of-the-art broadcasting facilities and studios, as well as gain real-world experience through industry projects.

COURSE STRUCTURE

YEAR 1

- | | |
|--|---|
| - Academic English 1 | - Elective 1 |
| - Professional Development & Leadership Skills | - Bahasa Kebangsaan A |
| - Principles of Broadcasting | - Life in Malaysia |
| - Media, Culture and Society | - Hubungan Etnik (Malaysian Students) |
| - Media Presentation Skills | - Tamadun Islam dan Tamadun Asia (Malaysian Students) |
| - Introduction to Video Production | - Pengajian Malaysia 3 (International Students) |
| - Introduction to Creative Media | - Bahasa Melayu Komunikasi 2 (International Students) |

YEAR 2

- | | |
|-----------------------------------|---------------------------------------|
| - Communication Theories | - Broadcast Media Production 1 & 2 |
| - Multimedia and Web Design | - Social Psychology for Communication |
| - Writing for Screen | - Research Methodology |
| - Digital Photography and Imaging | - Entrepreneurship |
| - Communication Law | - Corporate Social Responsibility |
| - Visual Concepts and Ideation | |
| - Post Production | |

YEAR 3

- | | |
|-----------------------------------|---------------------------------|
| - Experimental Film & Video | - Radio & TV Station Management |
| - Graduation Project (Part 1 & 2) | - Elective (choose two) |
| - Intercultural Communication | - Internship |

ELECTIVES

- | | |
|-----------------------------|-------------------|
| - Academic English 2 | - Public Speaking |
| - Principles of Advertising | |



R/321/6/0187(07/21) MQA/FA 0477

Bachelor of Communication (Hons)

The program develops students' ability to think critically and strategically, engaging the markets with communication messages in creative ways. It provides opportunities to explore the media industry in greater detail through its areas of specialisation. Students may choose from the following specialisations: Corporate Communication, Advertising Media Management, Journalism and Broadcasting or Visual Communication.

Intakes

January, June and September

Duration

3 Years (Full-Time)

Course Location

 UOW Malaysia KDU University College, Utropolis, Glenmarie

COURSE STRUCTURE

YEAR 1

- | | |
|--|---|
| - Introduction to Mass Communication | - Organisational Communication |
| - Public Speaking | - Bahasa Kebangsaan A |
| - Academic English 1 & 2 | - Life in Malaysia |
| - Media, Culture and Society | - Hubungan Etnik (Malaysian Students) |
| - Professional Development & Leadership Skills | - Tamadun Islam dan Tamadun Asia (Malaysian Students) |
| - Principles of Advertising | - Pengajian Malaysia 3 (International Students) |
| - Introduction to Corporate Communication | - Bahasa Melayu Komunikasi 2 (International Students) |
| - Introduction to Creative Media | |

YEAR 2

- | | |
|---|-----------------------------------|
| - Introduction to Corporate Communication | - Research Methodology |
| - Principles of Journalism | - Specialisations (4 subjects) |
| - Communication Theories | - Entrepreneurship |
| - Intercultural Communication | - Corporate Social Responsibility |
| - Communication Law | |

YEAR 3

- | | |
|-------------------------------|--------------------------------------|
| - Final Year Project (Part 1) | - Multimedia & Web Design (Elective) |
| - Final Year Project (Part 2) | - Specialisations (3 subjects) |
| - Internship | |

SPECIALISATIONS: CORPORATE COMMUNICATION

- | | |
|--|---|
| - Corporate Identity and Brand Packaging | - Public Relations Campaign Skills: Theory and Strategy |
| - Event Management | - Media Relations |
| - Public Relations Management | - Crisis Communication and Management |
| - Public Relations Writing | |

SPECIALISATIONS: ADVERTISING MEDIA MANAGEMENT

- | | |
|--------------------------------------|--------------------------------|
| - Creative Industries | - Interactive Media Promotions |
| - Consumer Behaviour | - Media Planning and Buying |
| - Integrated Marketing Communication | - Principles of Marketing |
| | - Strategic Brand Management |

SPECIALISATIONS: JOURNALISM & BROADCASTING

- | | |
|--|-----------------------------------|
| - Broadcast Media Production | - Digital Photography and Imaging |
| - Citizen Journalism and Participatory Culture | - Print and Broadcast Journalism |
| - Creative Industries | - Radio Production |
| - Writing for the Screen | |


SPECIALISATIONS: VISUAL COMMUNICATION

- | | |
|--|-----------------------------------|
| - Broadcast Media Production | - Digital Photography and Imaging |
| - Corporate Identity and Brand Packaging | - Publication Design |
| - Design Fundamentals | - Visual Concept and Ideation |
| - Principles of Marketing | |



KPT/JPS (PA 11119) 11/24

Bachelor of Creative Industry Management (Hons)

Intakes	January, June and September
Duration	3 Years (Full-Time)
Course Location	 UOW Malaysia KDU University College, Utropolis, Glenmarie

This program deems to offer collaborative learning between the creative practices of design and entertainment/ performing arts, along with creative content creation and entrepreneurial skills. The program aims to provide graduates with relevant in-depth knowledge, multi-skills, critical thinking skills, creativity and innovation in specialised areas of creative arts. It develops contextual understanding, entrepreneurship and professionalism, which empower graduates with the necessary skills to manage the creative industry

COURSE STRUCTURE

YEAR 1

- Creative Industries	- Public Speaking
- Principles of Marketing	- Communication Law
- Principles of Management	- Bahasa Kebangsaan A
- Creative Thinking and Writing	- Life in Malaysia
- Introduction to Finance and Accounting	- Hubungan Etnik (Malaysian Students)
- Digital Photography and Management	- Tamadun Islam dan Tamadun Asia (Malaysian Students)
- Introduction to Creative Media	- Pengajian Malaysia 3 (International Students)
- Introduction to Video Production and Management	- Bahasa Melayu Komunikasi 2 (International Students)
- Principles of Management	

YEAR 2

- Organisation and Management	- Elective (choose one)
- Design Thinking for Multiplatform Marketing	- Entrepreneurship
- Research Methodology	- Corporate Social Responsibility

ELECTIVES

- Set and Props Design	- Fashion and Costume Design
------------------------	------------------------------

SPECIALISATIONS: ENTERTAINMENT ARTS

- Acting and Performance	- Writing and Directing
- Screen Production	- Dance and Production
- Music and Industry	- Lighting and Sound Design

SPECIALISATIONS: DESIGN

- Corporate Identity and Brand Packaging	- Multimedia and Web Design
- Visual Concept and Ideation	- Motion Graphic Design
- Digital Media Design	- User Experience Design

YEAR 3

- Graduation Project (Part 1 & 2)	- Global Licensing and Distribution Studies
- E-Venture Startup	- Internship

SPECIALISATIONS: ENTERTAINMENT ARTS

- Post Production


SPECIALISATIONS: DESIGN

- Design for Sustainability



N/342/6/0209(02/24) MQA/PA 11118

Bachelor of Communication (Hons) Public Relations

Intakes	January, June and September
Duration	3 Years (Full-Time)
Course Location	 UOW Malaysia KDU University College, Utropolis, Glenmarie

The program is designed with the perfect balance of theory and practices. It is the first of its kind in Malaysia that is developed to provide students with the fundamentals of the Public Relations industry, in both local and international contexts. It equips students with knowledge, competencies and research skills through the grounding in theories and approaches, necessary to enable them to flourish in the dynamic Public Relations industry, both locally and globally.

COURSE STRUCTURE

YEAR 1

- Academic English 1 & 2	- Communication Theories
- Intercultural Communication	- Organisational Communication
- Introduction to Public Relations	- Bahasa Kebangsaan A*
- Media, Culture and Society	- Life in Malaysia
- Introduction to Corporate Communication	- Hubungan Etnik (Malaysian Students)
- Introduction to Mass Communication	- Pengajian Malaysia 3 (International Students)
- Introduction to Public Relations	- Bahasa Melayu Komunikasi 2 (International Students)
- Communication Law	

YEAR 2

- Public Relations Campaign Skills: Theory & Strategy	- Crisis Communication and Management
- Writing for Communication Strategist	- Government PR and Public Affairs Regulatory
- Public Relations Management	- Professional Development & Leadership Skills
- Public Opinion and Propaganda	- Research Methodology
- Public Relations Writing	- Entrepreneurship
- Media Relations	- Corporate Social Responsibility

YEAR 3

- Investor Relations	- Elective
- Final Year Project (Part 1 & 2)	- Internship
- Public Relations: Case Studies	

ELECTIVES

- Principles of Marketing	- Introduction to Creative Media
- Principles of Advertising	- Multimedia and Web Design
- Principles of Journalism	
- Creative Industries	


Educational partner:





N/321/7/0234(07/23) MQA/PA 9070

Master of Arts (Communication Management)

Intakes	January, June and September
Duration	Min. 1 year 4 months (Full Time/Part Time)
Course Location	 UOW Malaysia KDU University College, Utropolis, Glenmarie

This program equips graduates with skills to carry out their leadership roles and responsibilities in the developments of the communication industry, both locally and globally. Graduates will be equipped with high order analytical and critical thinking abilities, applied research skills, a firm grasp of the main theoretical framework and business management perspectives underpinning the communications field, as well as an awareness of current trends and issues.

COURSE STRUCTURE

YEAR ONE SEMESTER ONE

- Advanced Communication Theory
- Strategic Communication Management
- Reputation Management

YEAR ONE SEMESTER TWO

- Media Management: Professional Perspectives
- Corporate Communication Management
- Research Methodology

YEAR ONE SEMESTER THREE

- Research Project: Part 1
- Unconventional Advertising
- Advanced Organisational Communication
- Social Media Management

YEAR TWO SEMESTER ONE

- Research Project: Part 2
- Elective (choose two)

ELECTIVES

- Contemporary Media and Cultural Studies
- Web Design and User Experience
- Organisational Behaviour
- Marketing Management
- Strategic Management



R/214/7/0143(04/25) MQA/FA 5264

Master of Design (Innovation)

Intakes	January, June and September
Duration	16 Months (Full Time)
Course Location	 UOW Malaysia KDU University College, Utropolis, Glenmarie

The program is a practice-focused program that aims to launch design professionals beyond the boundaries of traditional graphic design. It integrates deep expertise in design practice with business disciplines, empowering students to master the fields of design, communication and multimedia. Students will have the opportunity to plan and design new products, services, systems and organisations and put together a professional industry-based portfolio or design artwork.

COURSE STRUCTURE

YEAR ONE SEMESTER ONE

- Visual Design
- Research Methodology
- Psychology of Perception

YEAR ONE SEMESTER TWO

- Design Project Proposal
- Web Design and User Experience
- Advertising and Unconventional Communication

YEAR ONE SEMESTER THREE

- New Media Design
- Brand Design and Dynamic Identity
- Interaction Design
- Information Design

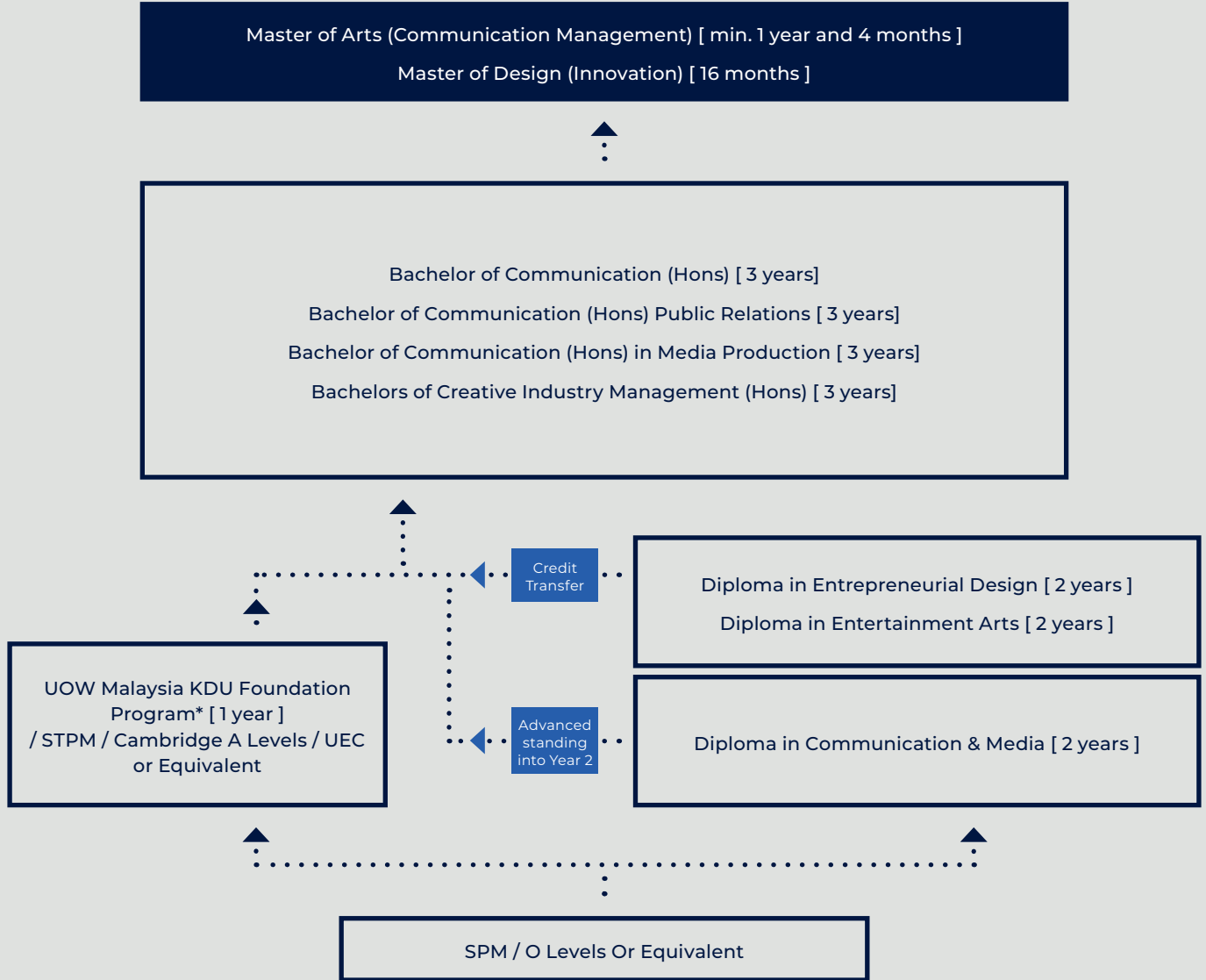
YEAR TWO SEMESTER ONE

- Graduate Showcase
- Elective (Choose one)

ELECTIVES

- Visual Analysis and Documentation
- Strategic Communication Management

Study Route



* Specific foundation programs that meet the entry requirement

Entry Requirement

– DIPLOMA IN COMMUNICATION & MEDIA

Academic Qualification	Requirement
SPM / O Levels	Min. 3 Credits (3Cs) inclusive of English
UEC	Min. 3 Credits (3Bs) inclusive of English

– DIPLOMA IN ENTERTAINMENT ARTS – DIPLOMA IN ENTREPRENEURIAL DESIGN

Academic Qualification	Requirement
SPM / O Levels	Min. 3 Credits (3Cs)
UEC	Min. 3 Credits (3Bs)

– BACHELOR OF COMMUNICATION (HONS)

Academic Qualification	Requirement
GCE A Levels	2Es
STPM	2 Cs or CGPA 2.00
UEC	5 Credits (5Bs) inclusive of a Credit in English
Diploma	Pass with min. CGPA of 2.00*
Foundation Studies	Pass

* Students must have obtained a “Credit” in English at SPM level or its equivalent. Candidates without a “Credit” in English at SPM level may be admitted if their entry qualification contain subject(s) of English and their achievement is equivalent or higher than the required Credit of English at the SPM level

– BACHELOR OF CREATIVE INDUSTRY MANAGEMENT (HONS)

Academic Qualification	Requirement
GCE A Levels	3 Es*
STPM	2 Cs or CGPA 2.00*
UEC	5 Credits (5Bs) inclusive of a Credit in English
Diploma	Pass with min. CGPA of 2.00*
Foundation Studies	Pass

* Students must have obtained a “Credit” in English at SPM level or its equivalent. Candidates without a “Credit” in English at SPM level may be admitted if their entry qualification contain subject(s) of English and their achievement is equivalent or higher than the required Credit of English at the SPM level

– BACHELOR OF COMMUNICATION (HONS) PUBLIC RELATIONS – BACHELOR OF COMMUNICATION (HONS) IN MEDIA PRODUCTION

Academic Qualification	Requirement
GCE A Levels	2Es*
STPM	2 Cs or CGPA 2.00*
UEC	5 Credits (5Bs) inclusive of a Credit in English
Diploma	Pass with min. CGPA of 2.00*
Foundation Studies	Pass

* Students must have obtained a “Credit” in English at SPM level or its equivalent. Candidates without a “Credit” in English at SPM level may be admitted if their entry qualification contain subject(s) of English and their achievement is equivalent or higher than the required Credit of English at the SPM level

– MASTER OF ARTS (COMMUNICATION MANAGEMENT)

Academic Qualification	Requirement
Bachelor’s Degree in relevant fields	Min CGPA of 2.50 or equivalent; or Candidates without a min CGPA of 2.50 can be accepted with a min of 5 years working experience in the relevant field

– MASTER OF DESIGN (INNOVATION)

Academic Qualification	Requirement
Bachelor’s Degree in relevant fields	Min CGPA of 2.67 or equivalent; or Candidates without a min CGPA of 2.67 can be accepted with a min of 3 years working experience in the relevant field

* Any other qualifications is subject to review and approval of certified transcripts. For a full listing of the entry requirements and other details on the respective programs, please scan the QR Code above or check with the counsellor.


** Bahasa Kebangsaan A is compulsory for all Malaysian students that do not fulfil the following requirements:

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programs)



R2/321/4/0060(12/22) A 8444

Diploma in Mass Communication

Intakes	January, March, June and September
Duration	2 Years and 4 Months (Full-Time)
Course Location	 UOW Malaysia KDU University College, George Town

This program will take you through a broad spectrum of modules such as advertising, public relations, journalism, desktop publishing, films studies, photography, media design broadcasting and many more. The syllabus will present numerous opportunities for you to experience and have fun while acquiring knowledge and necessary skills. These skills prepare you for a broader and better career in the communication field. It also provides you with a solid foundation route to a degree.

COURSE STRUCTURE

YEAR 1

- Introduction to Mass Communication
- Public Speaking Skills
- Writing and Referencing
- Principles of Public Relations
- Introduction to Sociology
- Introduction to Computing and Information Technology
- Media Research Method
- Media, Culture and Society
- Introduction to Radio Production
- Principles of Advertising


YEAR 2

- News Writing and Reporting for Print Media
- Introduction to Film Studies
- Introduction to Photo Communication
- Organisational Communication
- Principles of Copywriting
- Consumer Behaviour
- Creative Strategy
- Media Planning
- Mass Media Law
- Desktop Publishing
- Multimedia and Web Development
- News Writing for Electronic Media
- Personal Development and Leadership Skills
- Practical Training



N/321/6/0209(11/21) MQA/FA 8078

Bachelor of Arts (Hons) in Public Relations (Dual Award Program)

Intakes	January, June and September
Duration	3 Years (Full-Time)
Course Location	 UOW Malaysia KDU University College, George Town

Public relations is a strategic communication process that builds mutually beneficial relationships between organisations and the public circles they are connected with. With the influence of social media, companies are now facing constant responses from their customers through comments or postings on social media. This can go viral within seconds, which might tarnish the reputation of organisations. Increasingly, the corporate world in Malaysia is well aware of the need for professionally-trained public relations personnel in this complex corporate communication era. Such communication talents will help corporations handle new challenges posed by the clients as well as their industries. This Degree is validated by the University of Lincoln, UK, and upon successful completion of the program, graduates are awarded a degree certificate and a transcript from each institution.

COURSE STRUCTURE

YEAR 1

- Corporate Communication
- Media, Culture and Society
- Public Speaking
- Writing and Referencing
- Principles of Public Relations
- Customer Oriented Communication
- Theories, Roles and Models of Public Relations
- Media Strategy Planning
- Digital Photography

YEAR 2

- New Media Marketing
- Communication and Media Research
- Event Management 1
- Planning and Managing Public Relations Campaign
- Public Opinion and Persuasion
- Event Management 2
- Writing for Public Relations
- Social, Legal and Ethical Issues
- Brand Management

YEAR 3

- Undergraduate Project/ Dissertation 1
- Corporate Social Responsibility
- Web Design and Development
- Crisis Management
- Online Journalism
- Public Relations in Practice
- Undergraduate Project/ Dissertation 2
- Public Relations Seminar
- Industrial Training

Educational partners:




Graduates of a dual award degree program receive a degree award from both UOW Malaysia KDU Penang University College and our partner university. A dual award degree program constitutes completion of a single program of study and is differentiated from a double-degree.



N/321/6/0210(11/21) MQA/FA 8079

Bachelor of Arts (Hons) in Media Production (Dual Award Program)

Intakes	January, June and September
Duration	3 Years (Full-Time)
Course Location	 UOW Malaysia KDU University College, George Town

Making movies is a new trend in Malaysia. The BA (Hons) in Media Production program delivers in-depth knowledge and practical skills in filmmaking and multimedia production including scriptwriting, sound recording, animation, visual and sound effects, postproduction, etc. UOW Malaysia KDU Penang's BA (Hons) in Media Production emphasizes the quality of content and storytelling elements. Students will learn the latest industrial practices through engagement with our industrial partners in guest lecture sharing sessions, talks, field trips to production houses, real-world projects, live show presentations and final year projects. In addition, students will work as interns in related industries for future career development.

This Degree is validated by the University of Lincoln, UK, and upon successful completion of the program, graduates are awarded a degree certificate and a transcript from each institution.

COURSE STRUCTURE

YEAR 1

- Introduction to Mass Communication
- Media, Culture and Society
- Writing and Referencing
- Public Speaking
- Media Strategy Planning
- Introduction to Advertising/Introduction to Public Relations
- Graphic Design and Layout
- Print Production
- Digital Photography

YEAR 2

- Broadcast Media and Production
- Sound Production
- Web Design and Development
- Social Entrepreneurship Skills
- Communication and Media Research
- Social, Legal and Ethical Issues
- Screenplay and Scriptwriting
- Post Production
- Brand Management/New Media Marketing

YEAR 3

- Creative Thinking
- Media Independent Study 1
- Visual and Sound Effects
- Motion Graphics
- Media Independent Study 2
- Screen Appreciation and Criticism
- Final Production Project 1
- Final Production Project 2
- Industrial Training

Educational partners:




Graduates of a dual award degree program receive a degree award from both UOW Malaysia KDU Penang University College and our partner university. A dual award degree program constitutes completion of a single program of study and is differentiated from a double-degree.



N/321/6/0214(04/22) MQA/PA 8081

Bachelor of Arts (Hons) in New Media and Advertising

Intakes	January, June and September
Duration	3 Years (Full-Time)
Course Location	 UOW Malaysia KDU University College, George Town

Various businesses are facing challenges from disruptive technologies, which refer to innovations that drastically change the way people do things, from how they make friends to how they do business. The advertising industry is not facing it alone. New media such as Facebook, Instagram, Snapchat and emerging social media networks constantly push the boundaries of advertising. These disruptions not only reimagine advertisements, but our experience of them as well. With this future outlook in place, the BA (Hons) in New Media Advertising sets out to redesign traditional advertising. Our program addresses the new demands of managing the social media element in advertising. Through our program, students will obtain cutting-edge industry standards' knowledge and practices. This is achieved through collaboration with our industrial partners and in their final year projects. Students will also undergo relevant internship placements to catch insights into the latest developments in the industry.

COURSE STRUCTURE

YEAR 1

- Digital Photography
- Media, Culture and Society
- Writing and Referencing
- Public Speaking
- Introduction to Mass Communication
- Introduction to Public Relations
- Introduction to Advertising
- Communication Theories
- Online Technology
- Sociology Studies
- Digital Graphics and Layout

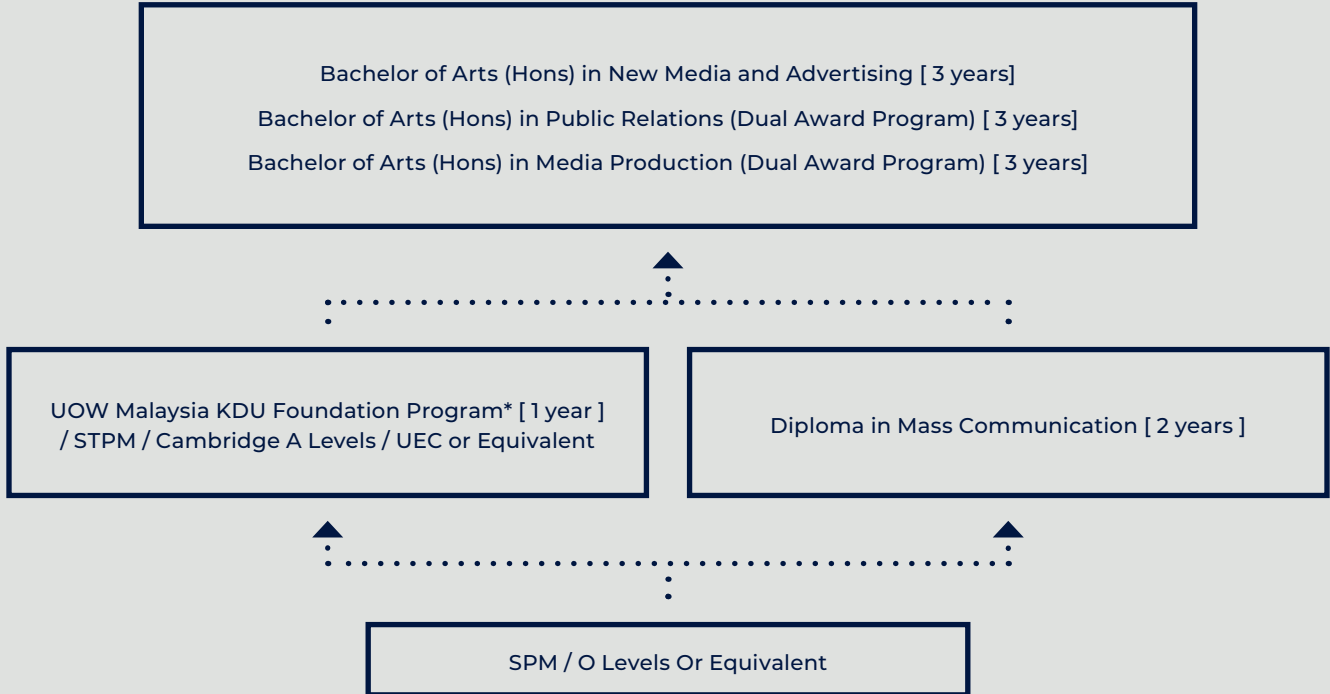
YEAR 2

- Media Strategy Planning
- Principles of Advertising
- Copywriting
- New Media Marketing
- Video Production
- Social Entrepreneurship Skills
- Media and Communication Laws
- Communication and Media Research
- Advertising Design

YEAR 3

- Brand Communication in Advertising
- Strategic Branding in Advertising
- Undergraduate Project 1
- Creative Thinking
- Undergraduate Project 2
- Digital Media Production
- Online Journalism
- Industrial Training

Study Route



* Specific foundation programs that meet the entry requirement

Entry Requirement

– DIPLOMA IN MASS COMMUNICATION	
Academic Qualification	Requirement
SPM / O Levels	Min. 3 Credits inclusive of English
UEC	3 Credits (Min B6)
Certificate in related field	Recognised Certificate from the government
Sijil Kemahiran Malaysia	Pass Level 3 and Pass in SPM

– BACHELOR OF ARTS (HONS) IN NEW MEDIA AND ADVERTISING	
Academic Qualification	Requirement
GCE A Levels	2 Principal Passes (EE)
STPM	2 Principal Passes
UEC	5 Credits (Min B6)
Australian Matriculation / Foundation	- Recognised Diploma with CGPA ≥ 2.00 and Credit in SPM/ O-Level/ UEC English or; - Diploma in Media and Communication (Credit in SPM/ O-Level/ UEC English is not required)
Foundation/Matriculation	ATAR score of 55
Diploma	Recognised Diploma with CGPA ≥ 2.00 and Credit in SPM/O-Level/ UEC English or; Diploma Media and Communication (Credit in SPM/ O-Level/UEC English is not required)

– BACHELOR OF ARTS (HONS) IN PUBLIC RELATIONS (DUAL AWARD PROGRAM)	
– BACHELOR OF ARTS (HONS) IN MEDIA PRODUCTION (DUAL AWARD PROGRAM)	
Academic Qualification	Requirement
GCE A Levels	Min. 2 Principal Passes (CC) and Credit in English at SPM/ O-Level
STPM	2 Principal Passes and Credit in English at SPM level
UEC	5 Credits (Min B6) and Credit in English at SPM/ UEC level
Diploma	- Recognised Diploma with CGPA ≥ 2.00 and Credit in SPM/ O-Level/ UEC English or; - Diploma in Media and Communication (Credit in SPM/ O-Level/ UEC English is not required)
Foundation Studies	Pass with CGPA ≥ 3.00 and Credit in English at SPM/ UEC level

* Any other qualifications is subject to review and approval of certified transcripts. For a full listing of the entry requirements and other details on the respective programs, please scan the QR Code above or check with the counsellor.

** Bahasa Kebangsaan A is compulsory for all Malaysian students that do not fulfil the following requirements:

- without a credit in SPM Bahasa Malaysia.
- without SPM Bahasa Malaysia (applicable to students from UEC, O Level, or other equivalent programs)