# MMU
## MULTIMEDIA UNIVERSITY

## LEADING THE
# DIGITAL FUTURE

# STRATEGIC COMMUNICATION

# WELCOME TO MMU!

## There is U in MMU

Welcome to Multimedia University (MMU)!

At MMU, we believe that every student has the potential to succeed and make a positive impact. Our role is to guide and support you as you develop your skills, explore your interests, and prepare for the future.

We are proud to offer a learning environment that encourages creativity, critical thinking, and innovation. With strong industry connections and hands-on experiences, we aim to equip you with both knowledge and practical skills to thrive in a fast-changing digital world.

Most importantly, we know that **There is 'U' in MMU** — because your ideas, energy, and passion help shape who we are as a university. Together, we create a vibrant and supportive community where everyone can learn, grow, and succeed.

I wish you all the best in your journey with MMU. May you make the most of your time here and achieve your goals.

Thank you.

**Prof. Dato' Dr. Mazliham Mohd Su'ud**
President/CEO
Multimedia University
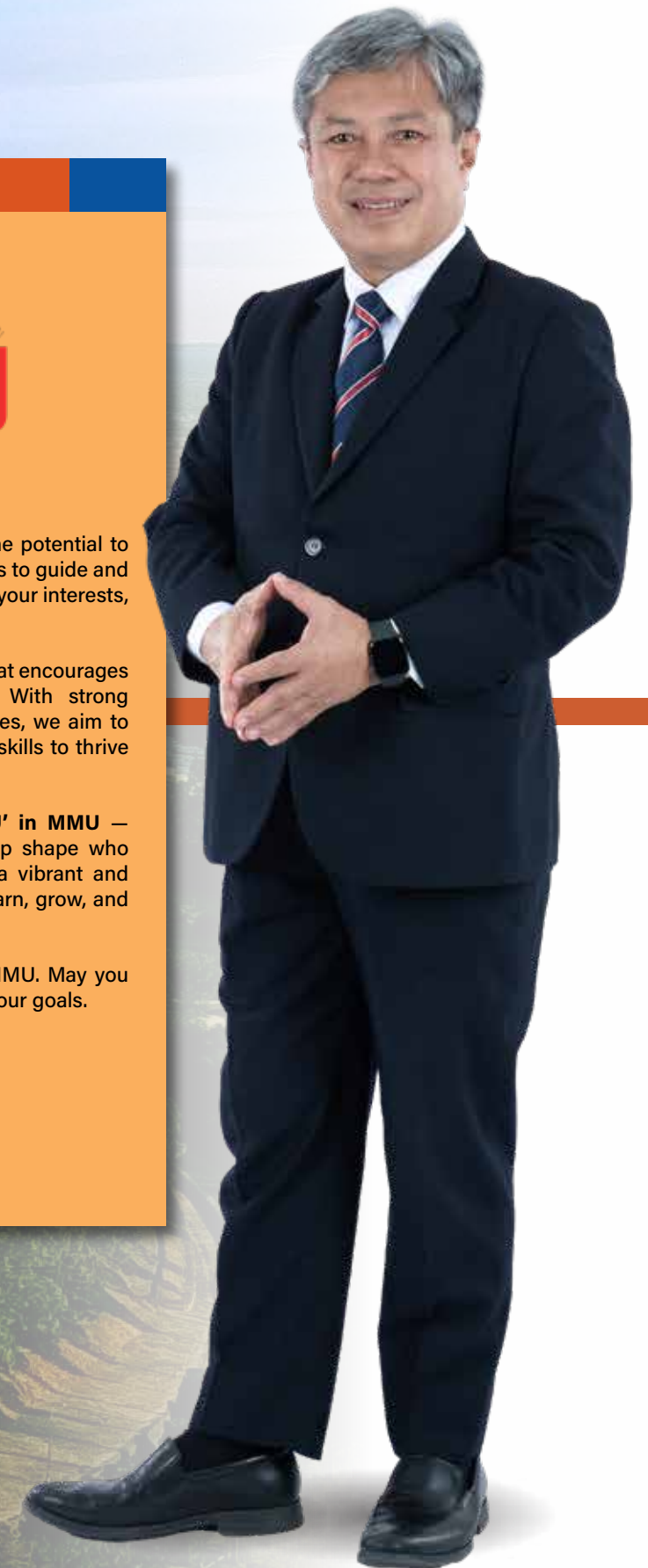
# STRATEGIC COMMUNICATION

If you have your heart set on a career in the communication industry, MMU is the university for you. MMU offers award-winning, practical and industry-ready degrees that will allow you to make a real and lasting impact as a strategic communicator.

We seek to empower our students with both expertise and knowledge. We are committed to offer programmes that will enhance your depth and perception as well as employability in the field.

Our Faculty of Applied Communication underscores the discipline of human communication by involving theoretical principles and engaging practical instruments.

Our programme covers a spectrum of applied communication approaches, including the development of creativity, inquiry, innovation, knowledge and skills. We also have strong collaborations with global industry leaders who are ready to share their knowledge to keep you with the current trends in the Communication field as well as what future industry needs.

## WHY STUDY STRATEGIC COMMUNICATION AT MMU

**The first Malaysian university to focus on strategic communication**

**The only university in the Alliance of GLU that offers communication programmes**

**Real life industry exposure via projects that are mentored by NGOs and industry leaders in media and PR**

**Programmes that are tailored to the industry's needs, with digital multimedia know-how embedded in the curriculum**

**Flexible Elective courses in various disciplines including Business, IT, and Creative fields**

**Professional internship and practical exposure to offer students transformational experiences and confidence**

**International cultural exchange opportunities with foreign universities that expose our students to cross-cultural and global communication**

**Intellectually stimulating postgraduate programmes - MPhil (Communication) and PhD (Communication) - to enhance career goals**

# AN AWARD-WINNING UNIVERSITY WITH A GLOBAL OUTLOOK

Listed among the **Top Malaysian** Private Universities in **THE World University Rankings** 2025

Awarded **Self-Accreditation Status**, 2017 by Malaysian Qualification Agency

Ranked among the **Top Malaysian** Private Universities in **QS Asia University Rankings 2025**

Awarded the **5-Star Rating in the SETARA** by Ministry of Higher Education (MOHE)

Awarded **CXP Best Customer Experience Awards 2021, 2022 , 2023 & 2024**

Awarded **Platinum Award** under the Education and Learning at **Putra Brand Awards 2023**

**MMU's IT graduates are the most preferred by Malaysian firms**- Frost& Sullivan Asia Pacific (MDEC's Malaysian Digital Talent Study 2017 Final Findings)

Awarded **Premier Digital Tech Institution (PDTI) Status** since 2017 by Ministry of Higher Education (MoHE) and Malaysia Digital Economy Corporation (MDEC)

**Employer's Preferred University** awarded by the **Talentbank** for three consecutive years from 2022, 2023 & 2024 (6 star in Communication and Broadcasting)

Awarded **Best Institution Award** at the Anugerah Keusahawanan KPT 2023

## Create your success story here!

Multimedia University (MMU) is a leading university in Malaysia and we are also listed in global rankings namely QS World University Rankings 2025 and Times Higher Education (THE) World University Rankings 2025. At MMU, our diversity is what makes us unique where you will study alongside with approximately 1,600 international students from over 70 countries.

Not only that, you will also experience the best and latest technologies from our collaborations with major ICT players such as ZTE, Huawei, Nokia, Intel, Microsoft, Cisco, Motorola and others.

In a media-dominated global environment where communication and media technologies are in high demand, communication studies become indisputably relevant. The Faculty of Applied Communication at MMU seeks to expand education opportunities that encapsulate the various aspects of communication studies in order to produce graduates who are sought after in today's challenging media and communication industry. The Faculty of Applied Communication offers quality education that nurtures innovative professional communicators who will become idea innovators, solution providers, and catalysts of change in an increasingly interactive and global age.

# RESEARCH-LED INDUSTRY-DRIVEN UNIVERSITY

Due to its unique niche as a research-led industry-driven university (RIU), MMU currently has the privilege of serving as one of the nation's leading talent incubators. The university takes immense pride in nurturing and growing students in the digital talent pipeline into competent and responsible members of the workforce, who collectively support both TM's and the nation's growth areas.

The 10 growth areas are Fixed Mobile Convergence (FMC)/Mobile Content Play, New Convergence growth, SME Digital Ecosystem, Cyber-Security, Smart Services Cloud, Submarine Cables, Content Delivery Network (CDN) dan Data Centre.

## Well-rounded Education
Be empowered with the fundamentals of your field of study that also incorporate entrepreneurial skills and expertise which are relevant to your respective industries and job markets.

## Industry on Campus
Be connected and gain benefit from our state-of the-art labs established by our industry collaboration with ZTE, HUAWEI, Microsoft, Intel and many more.

## Ready for Industry
Be enthused with Start-up Schemes from the Entrepreneurship Development Centre (EDC) and nurture your entrepreneurship mindset.

## We offer programmes which are tailored to the industry's needs.

We produce graduates who are setting new standards in Malaysia's industries. Among our successful alumni are Mohd Nizam Abd Razak (the creator of BoBoiBoy, who has boosted the animation industry in Malaysia), Muhammad Usamah Zaid Yasin (Founder & Executive Director of Wau Animation that produces Ejen Ali), Tan Aik Keong (Director of Agmo Studio, a multi-award winning mobile app development company), Ko Chuan Zhen (CEO and co-founder of Plus Xnergy, a multi-award winning clean energy company in Malaysia) and many more.

# PREPARING GRADUATES TO BE INDUSTRY READY AND VERSATILE

## Gaining Industrial Experience Via I-CADET

The i-Cadet Programme is an initiative of MMU's Industry-University Partnership Programme, which aims to groom students into industry-ready graduates from the moment they began their degree programmes.

Through this initiative, MMU students would be groomed into industry-ready graduates tailored for their industries of choice. The programme will match students with suitable companies, and then, via a series of meetings and projects, would provide them with the actual working environment within their chosen company.

## Developing Well Balanced Graduates Through PERMATA DUNIA PERSONA

MMU is deeply involved with the proper development and realization of human capital potential, as this would enable the university to satisfy the needs of the industries for capable manpower.

Our goal is to produce well-balanced graduates of good character that possess desirable qualities, such as having empathy, sensitivity, creativity, readiness, and resilience, as well as having sufficient technical competence. Such graduates from MMU are referred to as our Permata Dunia, and we are confident that such personages would become capable future leaders for their nation as well as their communities.

We contend that MMU is the best place for student development as we continually strive to bring out the best in each student; we imbue in them with deep knowledge of their respective fields of expertise via lectures, co-curricular activities, development initiatives, and lifestyle choices. MMU is fully committed to making every student's time in the university the best time of their lives.

## Expanding Horizon With BYOC

Build Your Own Curriculum (BYOC) is a concept to enable students to imbue additional value into their graduation qualifications so that, upon completion of their studies, they would have better chances of having a career path that is not just financially rewarding, but also fulfilling.

The key to BYOC is allowing students to build curriculum in a guided and yet flexible way. Students may stack up courses based on the free elective slots they have, or by choosing a collective minor package offered by the faculties.

## Fostering Future Entrepreneurs through eCadet

Our university is dedicated to nurturing dynamic and resilient student entrepreneurs, empowering them to become founders of high-value startups. Through the eCadet initiative, students will receive early exposure and invaluable insights into the realities of the business world and its ecosystem.

They will have the opportunity to cultivate professional networks, receive expert guidance, and enhance their startup skills by connecting with startups, companies, agencies, and accelerators.

# A VIBRANT AND CONDUCIVE CAMPUS LIFE

- Convenient and comfortable accommodation – on-campus and off-campus
- Intelligent and high-tech labs
- Digital libraries
- Set studio and post-production suite
- Over 100 clubs and societies
- Extensive infrastructure – campus-wide Wi-Fi, health clinics, mosques, 24-hour security, food & beverage outlets and more
- Comprehensive Sports Centre – track & field, indoor sports arena, gym as well as an olympic-sized swimming pool

# PERMATA DUNIA TAKES ON THE WORLD

Joining the Strategic Communications program was the best decision I made for my career path. No matter what your passion is, mastering the art of communication will amplify your impact and open doors to limitless opportunities. It unlocked a world of endless possibilities and transformed me into a strategic storyteller, armed with the skills to captivate audiences and drive impactful change in my daily tasks. From developing compelling campaigns to mastering the art of digital communication, every aspect of the program equipped me with the expertise to thrive in today's ever-evolving communications landscape. If you're ready to unleash your potential and embark on an exciting journey, don't miss the opportunity to be a part of this program. Your future starts here.

**Sophiya Rose Elena Binti Ahmad Latifi**
*Bachelor of Communication*
*(Strategic Communication) (Hons.)*

*Executive, Design Lead (Social Media Manager)*
*Petroliam Nasional Berhad (PETRONAS)*

Spending four years at Multimedia University has had a profound impact on me, molding me in ways that no other educational institution could. Throughout my journey from the foundation year to the degree year, MMU has played a pivotal role in shaping my personal development. The guidance and expertise of the esteemed educators at MMU have continuously contributed to enhancing and redefining my growth, even to this present day.

**Siti Ayu Nazirah Binti Rohaizan**
*Bachelor of Communication*
*(Strategic Communication) (Hons.)*

*Senior Executive, Communications*
*CITRINE*
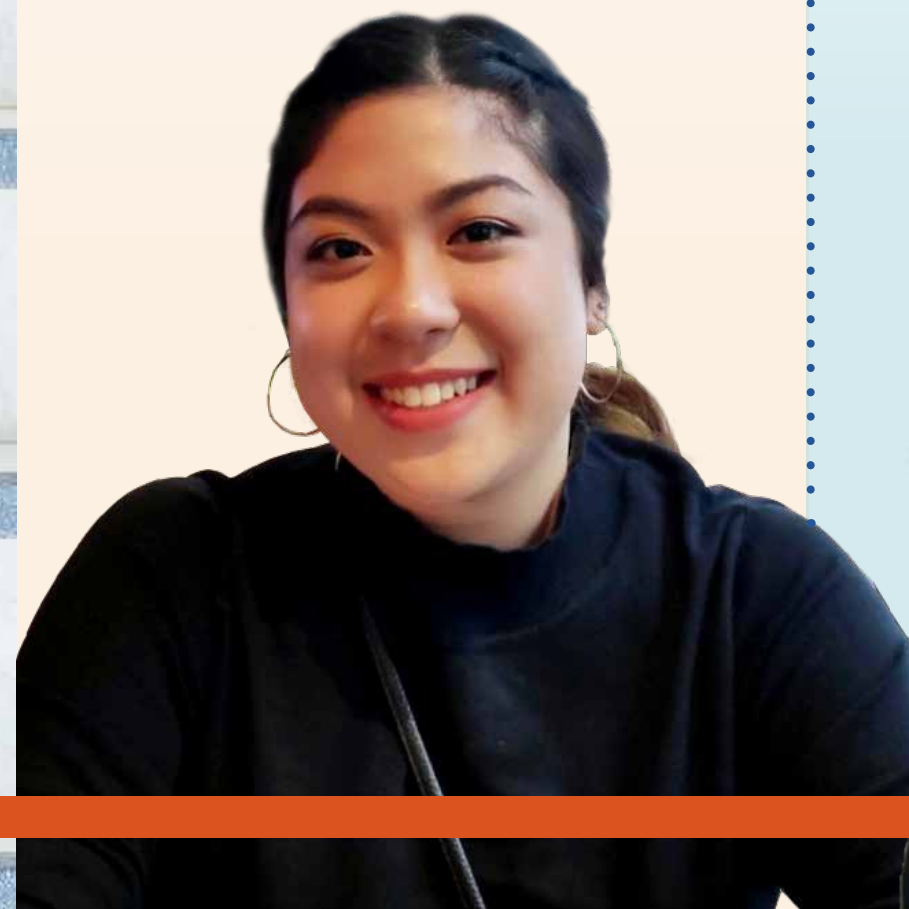
# Programmes Offered at
# FACULTY OF APPLIED COMMUNICATION
## Cyberjaya Campus



**Located within Cyberjaya and built on a 200-acre plot of land**, MMU Cyberjaya is equipped with various intelligent features such as multimedia learning facilities, intelligent building systems, a digital library, and an integrated campus management system designed to nurture innovative graduates in the communication fields.

## FOUNDATION IN COMMUNICATION
(R/0323/3/0005) 04/31 (MQA/SWA14410)

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 centered with an 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 which ultimately can enable students to transform society and create sustainable development. The program is set to align with MMU's mission and vision while incorporating Sustainable Development Goals (SDG) and Environmental, Social & Governance (ESG) in students' class activities, project and assignments.

Additionally, the programme contains unique foundational digital skill sets that enable aspiring communication professionals to use relevant tools to generate digital content and solve realworld challenges.

### PROGRAMME STRUCTURE

| Trimester 1 | Trimester 2 | Trimester 3 |
|---|---|---|
| • Communicative English<br>• Communication Studies<br>• Fundamentals of Visual Communication<br>• Discovering Mass Communication<br>• Reasoning and Advocacy<br>• Fundamentals of Media Writing | • Social and Emotional Health<br>• Public Speaking<br>• Essential English<br>• Communication and Culture<br>• Introduction to Digital Content Entrepreneurship<br>• Digital Media Applications*<br>  or<br>• Social Network Application* | • Academic English<br>• Fundamentals of Integrated Marketing Communication<br>• Fundamentals of Digital Journalism and Broadcast Management |

*Note: The above programme structure serves as a guide. Courses may differ according to intakes.*
*\* Optional (Pick One)*

# BACHELOR OF COMMUNICATION (STRATEGIC COMMUNICATION) (HONS.)

(R2/0323/6/0072) 04/30 (MQA/SWA4223)

The Bachelor of Communication (Strategic Communication) (Hons.) program equips students with the knowledge and skills to develop strategic communication solutions for societal challenges and organisational objectives. Combining creativity, innovation, and analytical expertise, it prepares graduates to excel in the rapidly evolving communication industry.

*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** | | |
| • Communication Theories<br>• Social Media Strategies<br>• Media Culture<br>• Intercultural Communication<br>• Academic Writing<br>• Workplace Communication<br>• Stakeholders Management<br>• Public Relations Strategies<br>• Media Law<br>• Financial Communication<br>• Mobile Journalism | • Marketing Communication Strategies<br>• Negotiation in Professional Context<br>• Integrated Promotional Communication<br>• Fundamentals of Strategic Communication<br>• Corporate Communication<br>• Digital Competency with Basic Programming<br>• Brand Communication<br>• Communication Research Methodology<br>• Corporate Writing<br>• Corporate Strategy | • Capstone Project<br>• Event Management and Planning<br>• Corporate Advertising<br>• Design Thinking for Strategic Communication<br>• Internship<br>• Sustainability Communication<br>• Strategic Thinking and Planning<br>• Crisis Communication Strategy |
| **ELECTIVE SUBJECTS** | | |
| • Multimedia Applications for Communication<br>• Creativity and Innovation<br>• Office Application for Professionals | • Corporate Training<br>• Consumer Trends | • Becoming a Leader<br>• Professional Image and Etiquette |
| **MPU SUBJECTS** | | |
| • Character Building<br>• Integrity and Leadership<br>• Sustainable Society | • Falsafah dan Isu Semasa (Philosophy and Current Issues)<br>• Penghayatan Etika dan Peradaban (Appreciation of Ethics and Civilizations) (Local Students)<br>• Bahasa Melayu Komunikasi 2 (International Students) | • Bahasa Kebangsaan A<br>• Personal Social Responsibility |

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



---

# DIPLOMA IN APPLIED COMMUNICATION

(R/0323/4/0011) 09/29 (MQA/SWA12395)

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

*Career Prospects: Corporate Communication Executive, Marketing and Communication Executive, Advertising and Marketing Executive, Media Analyst, Content Creator, Media Relations Personnel, Market Researcher, Public Relations Personnel, Brand Analyst, Copywriter, Events Coordinator, Social Media 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 | Year 2 |
|---|---|
| **CORE** | |
| • Fundamentals of Communication Theories<br>• Digital Media and Culture<br>• Introduction to Stakeholder Management<br>• Essential Financial Communication<br>• Fundamentals of Intercultural Communication<br>• Consumer in Digital Age<br>• Graphic Design<br>• Media and Broadcasting<br>• Public Relations<br>• Essential Academic Writing<br>• Visual Communication<br>• Advertising in New Media | • Strategic Communication and Digital Media<br>• Viral Marketing Communication<br>• Digital Journalism<br>• Media Publishing and Design<br>• Social Media Strategy<br>• Digital Content Creation and Storytelling<br>• Business Communication in the Digital Age<br>• Corporate Event Planning<br>• Media Law and Ethics<br>• Internship<br>• Final Year Project |
| **ELECTIVE SUBJECTS** | |
| • Persuasive Presentation<br>• Computer Technology in New Media<br>• Drama and Performance<br>• Media and Entertainment Management | • Personal Branding<br>• Media Production<br>• Copywriting<br>• Digital Entrepreneurial Communication |
| **MPU SUBJECTS** | |
| • Character Building<br>• Sustainable Society | • Falsafah dan Isu Semasa (Philosophy and Current Issues)<br>• Bahasa Melayu Komunikasi 1 (International Students)<br>• Bahasa Kebangsaan A<br>• Basic Academic Writing<br>• Grooming and Professional Etiquette<br>• Family and Society in Malaysia<br>• Introduction to Cultural Practices in Malaysia<br>• Fundamentals of Islamic Leadership in Malaysia<br>• Personal Social Responsibility |

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

| Campus | Programme | Minimum Entry Requirements |
|---|---|---|
| CYBERJAYA | **Diploma**<br>▪ Diploma in Applied Communication | 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<br><br>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<br><br>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<br><br>IV. Pass UEC with a minimum of three (3) Bs including English; OR<br><br>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<br><br>VI. Pass a Certificate or its equivalent including a credit in English at SPM or its equivalent; OR<br><br>VII. Pass a Certificate in Media and Communication or its equivalent. OR<br><br>VIII. Possess an APEL.A certificate from MQA for admission into Diploma programmes. |
| CYBERJAYA | **Foundation**<br>▪ Foundation in Communication | I. Pass SPM/O-Level or its equivalent with a minimum of five (5) credits including English; OR<br><br>II. Pass UEC with a minimum of three (3) Bs including English. |
| CYBERJAYA | **Bachelor**<br>▪ Bachelor of Communication (Strategic Communication) (Hons) | 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<br><br>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<br><br>III. Pass A-Level with a minimum of Grade D in any two (2) subjects; OR<br><br>IV. Pass STAM with a minimum Grade Jayyid (Good) in two (2) subjects including a credit in SPM English or its equivalent; OR<br><br>V. Pass UEC with a minimum of five (5) Bs including English; OR<br><br>VI. Pass a Diploma or its equivalent, with minimum CGPA 2.00 including a credit in English at SPM or its equivalent; OR<br><br>VII. Pass a Diploma in Media and Communication or its equivalent; OR<br><br>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.* OR<br><br>IX. Possess an APEL.A certificate from MQA for admission into Bachelor programmes. For more information, please visit https://www.mmu.edu.my/apel-a/<br><br>*Note:*<br>*\*DKM /DLKM/DVM candidates may be required to undergo Bridging Programme as an additional requirement* |

Faculty of **APPLIED COMMUNICATION**
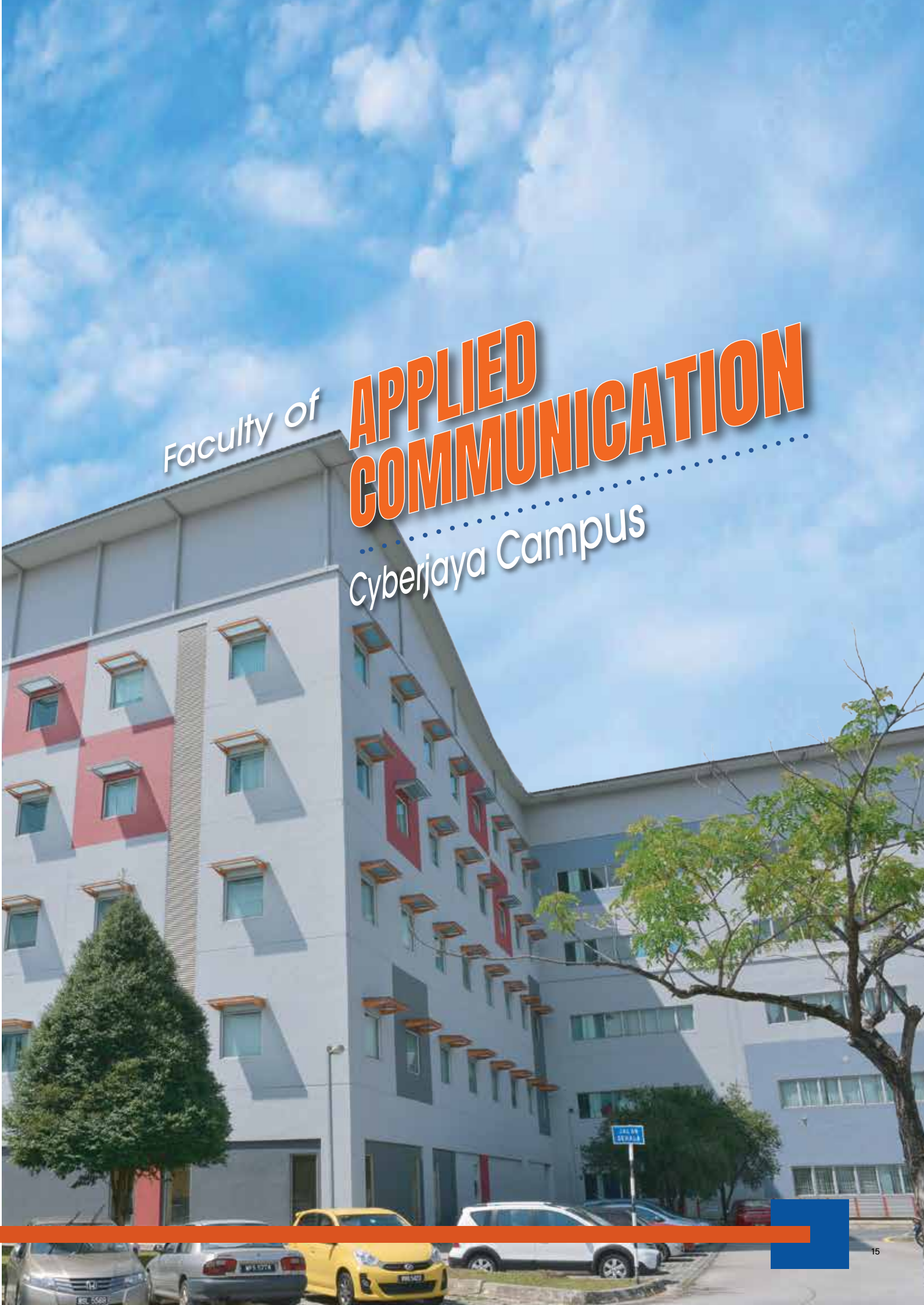
*Cyberjaya Campus*

## MULTIMEDIA UNIVERSITY

Universiti Telekom Sdn Bhd 199701021324 (436821-T)
MOE Registration Certification No: DU001(B).

**Cyberjaya Campus (Main)**
Persiaran Multimedia,
63100 Cyberjaya, Selangor,
Malaysia

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| QS WORLD UNIVERSITY RANKINGS | THE World University Rankings 2024 Asia | MD Premier Digital Tech Institution | 2022 SETARA COMPETITIVE MATURE UNIVERSITY | MyRA MALAYSIA RESEARCH ASSESSMENT | MQA SWAAKREDITASI SELF-ACCREDITATION | PUTRA BRAND AWARDS | Superbrands |

1 300 800 668
info@mmu.edu.my

- **f** facebook.com/mmumalaysia
- **⊙** instagram.com/mmumalaysia
- **X** twitter.com/mmumalaysia
- **♪** tiktok.com/@mmumalaysia
- **▶** youtube.com/user/mmumalaysiatv
- **in** linkedin.com/school/mmumalaysia

www.mmu.edu.my