

STRATEGIC COMMUNICATION

Global.
Entrepreneurial.
Trendsetter.


#GoForIt with MMU

Diecut line





Diecut line

A professional portrait of Professor Datuk Dr. Ahmad Rafi Mohamed Eshaq. He is a middle-aged man with dark hair and a goatee, wearing a grey suit jacket, a white shirt, and a striped tie. He is standing outdoors with green foliage in the background, leaning on a dark railing with his hands clasped. The photo is framed by a thin yellow border.

PROFESSOR DATUK DR. AHMAD RAFI
MOHAMED ESHAQ
CEO/President, Multimedia University

Diecut line

“Education is the most powerful weapon used to change the world. Our greatest responsibility as educators is to teach our students to think both intensely and critically. By equipping our students with the right tools, knowledge and skills, they can go out into the world and shape their future.

As a Premier Digital Tech University and being a trendsetter of the private higher learning provider in Malaysia, we are steadfast in preparing our graduates for leadership roles in their respective disciplines and professions.”

PROFESSOR DATUK DR. AHMAD RAFI
MOHAMED ESHAQ
CEO/President, Multimedia University

STRATEGIC COMMUNICATION AT MMU

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 up-to-the-minute with current and future industry needs.

PROMOTING INNOVATION AND ENTREPRENEURSHIP

MMU was the **first private university approved** by the Malaysian government. We adhere to the strictest requirements for a high quality degree; going beyond academic excellence to offer the best, complete and balanced university experience for our students.

A study by Gartner and MSC Malaysia found that MMU is among the **top five universities** preferred by major ICT players for graduate employment - a testament to the quality of our academicians, curriculum, student development programmes and our solid reputation with the industries.

One of the university's primary objectives is to be able to **inspire and innovate others**. We understand that the future lies in technology, and we are adamant to help shape people who will help make a better tomorrow.





AN AWARD-WINNING UNIVERSITY WITH A GLOBAL OUTLOOK



- Be part of a globally ranked university that is listed in the **Top 200 QS World University Rankings** and continues to strive with solid breakthrough to be at the 179th spot in **QS Asia University Rankings**.
- Study alongside 1,500 **international students** from more than 70 countries.
- Experience the best and latest technologies from our collaborations with **major ICT players** such as ZTE, Nokia, Intel, Microsoft, Cisco and Motorola.
- Get exposure to some of the **best practices of the world's best universities** such as MIT, Stanford, Carnegie Mellon, Harvard, USC and Tokyo University.



**Top 200 in QS Asia
University Rankings
2018**



**Top 3 - Most
Entrepreneurial
Private University**

MOHE Entrepreneurial Award
(MEA) 2016



**Awarded Self-
Accreditation Status,
2017**

Malaysian Qualifications
Agency (MQA) 2017



**97% Employability
within 6 months
of graduation**

Ministry of Higher Education
(MoHE) Tracer Study &
MOE Kemaskini Status
Pekerjaan 2015



**MMU's IT Graduates
are most preferred by
Malaysian Firms**

Frost & Sullivan Asia Pacific
(MDEC's Malaysian Digital
Talent Study 2017 Final
Findings)



**Premier Digital Tech
University Status, 2017**

Ministry of Higher Education
(MoHE) and Malaysia Digital
Economy Corporation (MDEC)

AN ENTREPRENEURIAL UNIVERSITY WITH INDUSTRY-READY PROGRAMMES



A 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 in Campus

Be connected with our experienced Industrial Advisor who serves as the Faculty's Consultant.



Ready for Industry

Be enthused with Start-up Schemes from the Entrepreneur Development Centre (EDC) to encourage innovation and entrepreneurship ventures.







A UNIVERSITY THAT IS AN INDUSTRY TRENDSETTER

- We offer programmes which are tailored to industry's needs.
- Nearly 50% of our programmes are developed for fast growing industries.
- 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 and Tan Aik Keong, Director of Agmo Studio, a multi-award winning mobile app development company.



A VIBRANT AND CONDUCTIVE 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.



Scan this code
to view more
about our
facilities.



TOP 3 MALAYSIAN PRIVATE UNIVERSITY*



* QS Asia University Rankings 2018.



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.

To offer quality education that nurtures innovative professional communicators who are idea innovators, solution providers, and catalysts of change in an increasingly interactive and global age.

WHY STRATEGIC COMMUNICATION AT MMU



The **only Malaysian university** focused on strategic communication

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



A programme that is **tailored to the industry's needs**, with **multimedia know-how** embedded in the curriculum

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



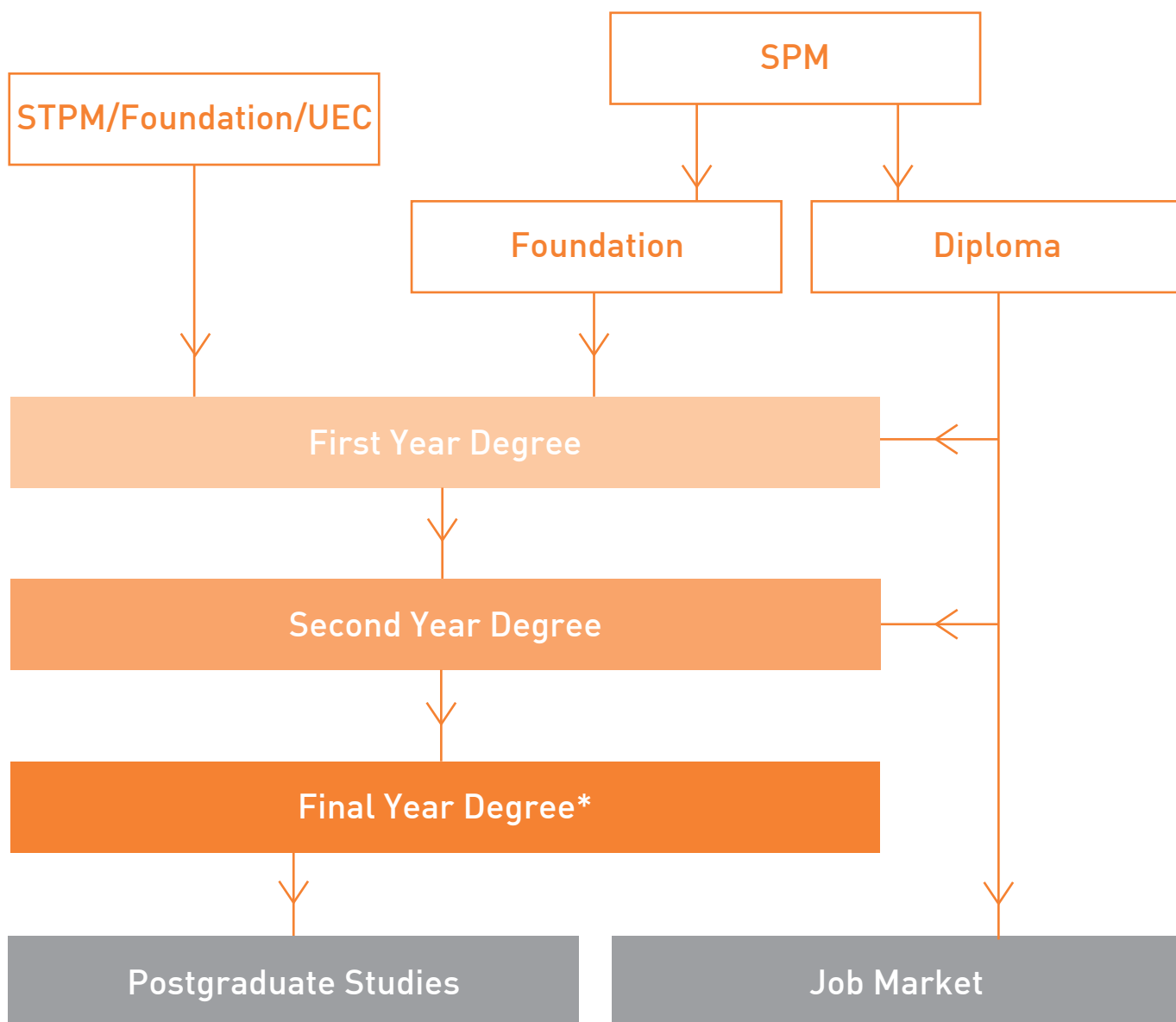
International cultural exchange opportunities with foreign universities that expose our students to cross-cultural and global communication



A focus on language where students are expected to be proficient in 3 languages: English, their mother tongue and foreign languages (Spanish, Korean, French, Japanese and Mandarin)

STUDY ROUTE

There isn't just one route to discover and develop your true potential. At MMU, we cater to nearly every possibility.



* Final year might differ depending on programme



FACULTY OF APPLIED COMMUNICATION

Cyberjaya Campus

Located within Cyberjaya and built on an 80-hectare plot of land with all the advantages of high technology, 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 communications field.

Foundation in English (FiE)

(R/224/3/0006) 07/21 (MQA/FA0763)

Language serves as the common code of communication that humans share. Regarded as a lingua franca, English is deemed to be the universal language which people across borders adopt in order to communicate and understand each other. With that, the Foundation in English programme will be the preparatory course that prepares students to be proficient and competent in the language. This programme also aims to prepare students for the Bachelor of Communication (Strategic Communication) (Hons.), as well as to provide them with exposure to campus life.

PROGRAMME STRUCTURE FOR FOUNDATION IN ENGLISH

Trimester 1

- Reading Skills and Strategies
- Academic Writing
- Language and Communication
- Critical Thinking and Study Skills
- Fundamentals of Grammar

Trimester 2

- Literature in English
- Effective Writing
- Computer Applications and New Media
- Listening and Speaking
- Advanced Grammar

Trimester 3

- Reasoning and Argumentation
- Introduction to Communication Studies
- Reading for Academic Purposes

Bachelor of Communication (Strategic Communication) (Hons.)

(N/321/6/0174) 04/20 (MQA/PA4223)

The Bachelor of Communication (Hons.) (Strategic Communication) focuses on the development of creativity, innovation, analytical and practical knowledge as well as skills directed towards strategic applications of communication to societal issues and organisational objectives.

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		
<ul style="list-style-type: none"> Fundamentals of Strategic Communication Communication Theories Media Culture Fundamentals of English Psychology Organisational Behaviour for Strategic Communication Principles of Marketing English for Academic Purposes Intercultural Communication Negotiation in Professional Contexts Public Relations Strategies Workplace Discourse 	<ul style="list-style-type: none"> Channel Architecture in Strategic Communication Semiotics Studies Media Language and Strategic Communication Communication Technologies Strategic Thinking and Planning Strategic Communication Research, Planning and Evaluation Marketing Communication Promotional Writing Social Media Strategies Professional Image and Etiquette Internship 	<ul style="list-style-type: none"> Strategic Communication Capstone Project Crisis Communication Strategy Event Planning and Management Becoming A Leader Media Law Corporate Training in Business Practices Workplace Communication
University Subjects		
<ul style="list-style-type: none"> Tamadun Islam & Tamadun Asia Hubungan Etnik 	<ul style="list-style-type: none"> Introduction to Multicultural Studies in Malaysia 	<ul style="list-style-type: none"> Bahasa Kebangsaan A / Public Speaking Personal Social Responsibility
Elective Subjects		
<ul style="list-style-type: none"> Creative Writing English Phonetics and Phonology Spanish Language 1 French Language 1 German Language 1 Korean Language 1 Japanese Language 1 Chinese Language 1 	<ul style="list-style-type: none"> Interactive Multimedia Creativity and Innovation Spanish Language 2 French Language 2 German Language 2 Korean Language 2 Japanese Language 2 Chinese Language 2 	<ul style="list-style-type: none"> Office Application for Professionals Morphology and Syntax Spanish Language 3 French Language 3 German Language 3 Korean Language 3 Japanese Language 3 Chinese Language 3

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

MINIMUM ENTRY REQUIREMENTS

Foundation in English

- Pass SPM / O-level or its equivalent with minimum of grade C in at least five (5) subjects, and at least a B+ in English; OR
- Pass UEC with minimum of grade B in at least four (4) subjects inclusive of English; OR
- Other equivalent qualification recognised by the Malaysian Government.

Bachelor of Communication (Strategic Communication) (Hons.)

- Pass Foundation / Matriculation programme from a recognised institution; OR
- Pass STPM or its equivalent with 2 principals; OR
- Pass STAM with minimum grade Jayyid in 2 subjects and a credit in English at SPM Level or its equivalent; OR
- Pass UEC with minimum of grade B in at least five (5) subjects inclusive of English; OR
- Pass Diploma from a recognised institution; OR
- Other equivalent qualification recognised by the Malaysian Government; AND
- A minimum score of band 3 in MUET*or its equivalent.

*Candidates not meeting this requirement may be subjected to an internal review process.

English Entry Requirement for International Students:

- All undergraduate programmes offered by Faculty of Management and Faculty of Business require a minimum score of 5.5 in IELTS or its equivalent, except for Bachelor of Finance (Hons.) and Bachelor of Financial Engineering (Hons.), which require higher minimum score of 6.0 in IELTS or its equivalent.
- Other programmes require a minimum score of 5.0 in IELTS or its equivalent.



