

STRATEGIC
COMMUNICATION

LET'S

COMMUNICATE
YOUR STRATEGIES



MMU[®]
MULTIMEDIA UNIVERSITY

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This prospectus uses Augmented Reality to give the reader a glimpse of MMU's experience. First, you need to scan the QR code here to enable the camera via browser experience. Then, find the AR icon marker in this prospectus and scan it to bring the AR to life.



E-Bee
MMU Mascot

Strategic Communication PROSPECTUS

“ 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 sector in Malaysia, we are steadfast in preparing our graduates for leadership roles in their respective disciplines and professions. ”



This is an AR marker. Scan the MMU mascot to watch the video or view 360 video.

President of 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.





WHY STRATEGIC COMMUNICATION AT MMU

- The first Malaysian **university to focus 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

AN AWARD-WINNING UNIVERSITY WITH A GLOBAL OUTLOOK

- Be part of a globally ranked university that is listed in the **QS World University Rankings** and continues to strive with solid breakthrough to be at the **170th spot in QS Asia University Rankings 2020**.
- Study alongside **more than 1,000 international students from 62 countries**.
- Experience the **best and latest technologies from our collaborations** with **major ICT players** such as ZTE, HUAWEI, Nokia, Intel, Microsoft, Cisco and Motorola.
- Get exposure to some of the **best practices from the world's best universities** such as MIT, Stanford, Carnegie Mellon, Harvard, USC and Tokyo University.



Ranked at 170th in QS Asia University Rankings 2020



Awarded Self-Accreditation Status, 2017 Malaysian Qualifications Agency (MQA)



Top 5 Malaysian Private University in Times Higher Education World University Ranking 2020



More than 90% Employability within 6 months of graduation [Ministry of Higher Education (MoHE) Tracer Study & MOE Kemaskini Status Pekerjaan 2015]



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



Premier Digital Tech University Status, 2020 Ministry of Higher Education (MoHE) and Malaysia Digital Economy Corporation (MDEC)



TOP MALAYSIAN PRIVATE UNIVERSITY*

*Top 5 in **QS Asia University
Rankings 2020** among private
universities in Malaysia.

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.



AN ENTREPRENEURIAL UNIVERSITY WITH INDUSTRY-READY PROGRAMMES

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 Entrepreneur Development Centre (EDC) and nurture your entrepreneurship mindset.

A UNIVERSITY THAT IS AN INDUSTRY TRENDSETTER

- We offer programmes which are tailored to the 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), 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 Solar Systems, a multi-award winning clean energy company in Malaysia) and many more.





One of the university's primary objectives is to be able to **inspire & 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.





MMU Alumni

“ After completing my 4 year-study at MMU, I know that I will finally be able to say with confidence that MMU has shaped me in ways that no other institutions would have been capable of. The flexibility and diversity that the university offers creates an environment for my personal growth which shapes me to become more confident, assertive yet compassionate at the same time. Every class that I took at MMU is a piece of a puzzle that helped me to forge my preferences in terms of career planning. ”

Nur Marini Bt. Nazri

Bachelor of Comm. (Strategic Communication)(Hons.) 2019

Course Counsellor

Alliance Francaise de Kuala Lumpur



MMU Alumni

“ MMU helped me to develop and sharpen the necessary soft skills through classroom and clubs. I had worked with many people from different backgrounds in events throughout the 3 years. I've gained more than just a degree certificate in MMU. The opportunities are always there and all you got to have is the willingness to explore and build yourself through the platform provided. ”

Atiqah Bt. Mohamed Al Namiri

Bachelor of Comm. (Strategic Communication)(Hons.) 2019

Corporate Communication Executive

Bank Rakyat



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.



FACULTY OF APPLIED COMMUNICATION

Cyberjaya Campus



Located within Cyberjaya and built on an 80-hectare 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 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	Trimester 2	Trimester 3
<ul style="list-style-type: none"> ▪ Reading Skills and Strategies ▪ Academic Writing ▪ Language and Communication ▪ Critical Thinking and Study Skills ▪ Fundamentals of Grammar 	<ul style="list-style-type: none"> ▪ Literature in English ▪ Effective Writing ▪ Computer Applications and New Media ▪ Listening and Speaking ▪ Advanced Grammar 	<ul style="list-style-type: none"> ▪ Reasoning and Argumentation ▪ Introduction to Communication Studies ▪ Reading for Academic Purposes

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

Bachelor of Communication (Strategic Communication) (Hons.) (N/321/6/0174) 04/20 (MQA/SWA4223)

The Bachelor of Communication (Strategic Communication) (Hons.) 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 Social Media Strategies Stakeholders Management Media Law English for Academic Purposes Intercultural Communication Media Publishing and Corporate Design Public Relations Strategies Workplace Communication MPU 1 Elective 	<ul style="list-style-type: none"> Integrated Promotional Writing Semiotic Studies Multimedia Applications for Communication Corporate Communication Strategic Thinking and Planning Communication Research Methodology Marketing Communication Strategies Corporate Writing Corporate Strategy Professional Image and Etiquette Design Thinking for Strategic Communication Negotiation in Professional Contexts MPU 3 Elective MPU 4 	<ul style="list-style-type: none"> Capstone Project Crisis Communication Strategy Event Planning and Management Corporate Reputation Management Corporate Advertising Elective MPU 2 Internship
ELECTIVE SUBJECTS		
<ul style="list-style-type: none"> Creative Writing Consumer Trends Spanish Language 1 Korean Language French Language 1 Chinese Level 1 Japanese Language 1 	<ul style="list-style-type: none"> Creativity and Innovation Becoming A Leader Spanish Language 2 Korean Language 2 French Language 2 Chinese Level 2 Japanese Language 2 	<ul style="list-style-type: none"> Office Application for Professionals Corporate Training Spanish Language 3 Korean Language 3 French Language 3 Chinese Level 3 Japanese Language 3
MPU SUBJECTS		
U1 <ul style="list-style-type: none"> Hubungan Etnik Tamadun Islam dan Tamadun Asia (TITAS) Pengajian Malaysia 3 (International Students) Bahasa Malaysia Komunikasi 2 (International Students) 	U2 <ul style="list-style-type: none"> Bahasa Kebangsaan A Entrepreneurship In Cross Border E-Commerce 	U3 <ul style="list-style-type: none"> Stress & Well-Being among Malaysians U4 <ul style="list-style-type: none"> Personal Social Responsibility

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



Diploma in Applied Communication (N/321/4/0258) 09/24 (MQA/PSA12395)

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

Career Prospects: *Corporate Communication Executive, Marketing and Communication Executive, Advertising and Marketing Executive, Media Analyst, Media Broadcaster, Media Relations Personnel, Market Researcher, Public Relations Personnel, Brand Analyst, Copywriter, Event Co-ordinator, Social Media Executive, Campaign 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			
Trimester 1	Trimester 2	Trimester 3	
<ul style="list-style-type: none"> ▪ Fundamentals of Communication Theories ▪ Digital Media and Culture ▪ Introduction to Stakeholder Management ▪ English ▪ Fundamentals of Intercultural Communication ▪ U1 	<ul style="list-style-type: none"> ▪ Consumer in Digital Age ▪ Media Law and Ethics ▪ Media and Broadcasting ▪ Public Relations ▪ Essential Academic English ▪ U2 	<ul style="list-style-type: none"> ▪ Visual Communication ▪ Advertising in New Media ▪ Elective 	
Trimester 4	Trimester 5	Trimester 6	
<ul style="list-style-type: none"> ▪ Strategic Communication and Digital Media ▪ Viral Marketing Communication ▪ Digital Journalism ▪ Media Publishing and Design ▪ Social Media Strategy ▪ Elective ▪ U3 	<ul style="list-style-type: none"> ▪ Digital Content Creation and Storytelling ▪ Business Communication in the Digital Age ▪ Corporate Event Planning ▪ Digital Entrepreneurial Communication ▪ Elective ▪ U4 	<ul style="list-style-type: none"> ▪ Internship 	
ELECTIVE SUBJECTS			
<ul style="list-style-type: none"> ▪ Persuasive Presentation ▪ Computer Technology in New Media ▪ Drama and Performance ▪ Media and Entertainment Management 	<ul style="list-style-type: none"> ▪ Personal Branding ▪ Media Production ▪ Copywriting 		
MPU SUBJECTS			
U1 – Pengajian Malaysia 2 – Bahasa Melayu Komunikasi 1	U2 – Basic Academic Writing – Grooming and Professional Etiquette	U3 – Family and Society in Malaysia – Introduction to Cultural Practices in Malaysia	U4 – Personal Social Responsibility

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.

Diploma in Applied Communication

- Pass in SPM/O-Level or its equivalent with a minimum of Grade C in at least three (3) subjects, inclusive of English; OR
- Pass in STPM or its equivalent with a minimum of Grade C (GP 2.00) in one (1) subject AND a minimum of Grade C in English at SPM Level or its equivalent; OR
- Pass in STAM with a minimum Grade of Maqbul (Pass) AND a minimum of Grade C in English at SPM Level or its equivalent; OR
- Pass in UEC with a minimum of Grade B in at least three (3) subjects and a Pass in English; OR
- Pass Certificate in related field from a recognized institution AND a minimum of Grade C in English at SPM Level or its equivalent.

Bachelor of Communication (Strategic Communication) (Hons.)

- Pass Foundation/Matriculation studies programme from a recognised institution; OR
- Pass STPM or its equivalent with a minimum of Grade C (GPA 2.00) in any two (2) subjects; OR
- Pass A-Level with a minimum of Grade D in any two (2) subjects; OR
- Pass STAM with a minimum Grade Jayyid (Good) in two (2) subjects and a Credit in English at SPM Level or its equivalent; OR
- Pass UEC with a minimum of Grade B in at least five (5) subjects inclusive of English; OR
- Pass Diploma from a recognised institution; 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.*



www.mmu.edu.my

MULTIMEDIA UNIVERSITY [DU001(B)]

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

Get in touch

1 300 800 668

info@mmu.edu.my

 mmu.malaysia
 mmumalaysia

SUSTAINABLE DEVELOPMENT GOALS

