

STRATEGIC
COMMUNICATION

LET'S
COMMUNICATE
YOUR STRATEGIES





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.

PRESIDENT'S WELCOME

“

Welcome to MMU!

We aspire to nurture young generation with future ready skills and prepare you to lead the digital future. Our cutting edge programmes are designed to fulfil the needs of the industry and to cater the demands of the future career.

Education plays a major role in our lives, and it helps us to embrace good change with resilient approach. In MMU, we are committed to provide students with the best learning experience and excellent service across the university.

Let's join our community and explore rewarding study experience with us!

MMU is You! ”

Prof. Dato' Dr. Mazliham Mohd. Su'ud
President/CEO



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 **QS World University Rankings 2021** and **THE World University Rankings 2021**.
- Study alongside **around 1,000 international students from 56 countries**
- Experience the **best and latest technologies from our collaborations** with **major ICT players** such as ZTE, Huawei, Nokia, Intel, Microsoft, Cisco and Motorola.
- **Gain opportunity to expand your study experience through our international linkages** with Northumbria University, Western Sydney University, University of Southern Queensland, Auckland University of Technology, Hull University, Manchester Metropolitan University, and University of Essex.



Top 20 among
Universities in
Malaysia, 2021



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



Top 10 among
Universities in
Malaysia, 2021



Awarded the 5-Star Rating in the
SETARA 2019 by the Ministry of
Higher Education (MoHE)



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)

TOP MALAYSIAN UNIVERSITY*

*Top 10 in **Times Higher Education (THE) World University Rankings 2021** among all 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 Nazri
Bachelor of Communication
(Strategic Communication) (Hons.)

Course Counsellor
Alliance Francaise de Kuala Lumpur



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.



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 Communication
(Strategic Communication) (Hons.)

Corporate Communication Executive
Bank Rakyat



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

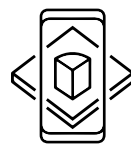


FACULTY OF APPLIED COMMUNICATION

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.



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



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.) (R/321/6/0174) 14/25 (MQA/PA4223)

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 CommunicationCommunication TheoriesMedia CultureFundamentals of EnglishSocial Media StrategiesStakeholders ManagementMedia LawEnglish for Academic PurposesIntercultural CommunicationMedia Publishing and Corporate DesignPublic Relations StrategiesWorkplace CommunicationMPU 1Elective	<ul style="list-style-type: none">Integrated Promotional CommunicationSemiotic StudiesMultimedia Applications for CommunicationCorporate CommunicationStrategic Thinking and PlanningCommunication Research MethodologyMarketing Communication StrategiesCorporate WritingCorporate StrategyProfessional Image and EtiquetteDesign Thinking for Strategic CommunicationNegotiation in Professional ContextsMPU 3ElectiveMPU 4	<ul style="list-style-type: none">Capstone ProjectCrisis Communication StrategyEvent Planning and ManagementCorporate Reputation ManagementCorporate AdvertisingElectiveMPU 2Internship
ELECTIVE SUBJECTS		
<ul style="list-style-type: none">Creative WritingConsumer TrendsSpanish Language 1Korean LanguageFrench Language 1Chinese Level 1Japanese Language 1	<ul style="list-style-type: none">Creativity and InnovationBecoming A LeaderSpanish Language 2Korean Language 2French Language 2Chinese Level 2Japanese Language 2	<ul style="list-style-type: none">Office Application for ProfessionalsCorporate TrainingSpanish Language 3Korean Language 3French Language 3Chinese Level 3Japanese Language 3
MPU SUBJECTS		
U1 <ul style="list-style-type: none">Hubungan EtnikTamadun 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 AEntrepreneurship 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 TheoriesDigital Media and CultureIntroduction to Stakeholder ManagementEnglishFundamentals of Intercultural CommunicationU1	<ul style="list-style-type: none">Consumer in Digital AgeMedia Law and EthicsMedia and BroadcastingPublic RelationsEssential Academic EnglishU2	<ul style="list-style-type: none">Visual CommunicationAdvertising in New MediaElective
YEAR 2		
Trimester 4	Trimester 5	Trimester 6
<ul style="list-style-type: none">Strategic Communication and Digital MediaViral Marketing CommunicationDigital JournalismMedia Publishing and DesignSocial Media StrategyElectiveU3	<ul style="list-style-type: none">Digital Content Creation and StorytellingBusiness Communication in the Digital AgeCorporate Event PlanningDigital Entrepreneurial CommunicationElectiveU4	<ul style="list-style-type: none">Internship
ELECTIVE SUBJECTS		
<ul style="list-style-type: none">Persuasive PresentationComputer Technology in New MediaDrama and PerformanceMedia and Entertainment Management	<ul style="list-style-type: none">Personal BrandingMedia ProductionCopywriting	
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
<ul style="list-style-type: none">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; ORPass UEC with minimum of Grade B in at least four (4) subjects inclusive of English; OROther equivalent qualification recognised by the Malaysian Government.
Diploma in Applied Communication
<ul style="list-style-type: none">Pass in SPM/O-Level or its equivalent with a minimum of Grade C in at least three (3) subjects, inclusive of English; ORPass 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; ORPass in STAM with a minimum Grade of Maqbul (Pass) AND a minimum of Grade C in English at SPM Level or its equivalent; ORPass in UEC with a minimum of Grade B in at least three (3) subjects and a Pass in English; ORPass 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.)
<ul style="list-style-type: none">Pass Foundation/Matriculation studies programme from a recognised institution; ORPass STPM or its equivalent with a minimum of Grade C (GPA 2.00) in any two (2) subjects; ORPass A-Level with a minimum of Grade D in any two (2) subjects; ORPass STAM with a minimum Grade Jayyid (Good) in two (2) subjects and a Credit in English at SPM Level or its equivalent; ORPass UEC with a minimum of Grade B in at least five (5) subjects inclusive of English; ORPass Diploma from a recognised institution; ANDA 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)]

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**SUSTAINABLE
DEVELOPMENT GOALS**

