



A WHOLE **NEW WORLD**  Get ready to embark into the intellectual adventure with us and we are providing an array of opportunities for you to learn, to grow, to discover who you are, and how you can make a difference in the world.

It is undeniable that education is a great tool to transform lives, where we can achieve our biggest dreams and empower us to become better person. At MMU, the 'YOU' element is vital where you will embrace the spirit of discovery and explore all the things that we have to offer. It is YOU who made us what we are and we are looking forward to the positive energy that YOU bring to our campus.

MMU is You! Join us to become future digital leaders and your success

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

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





## WHY STRATEGIC COMMUNICATION AT MMU

The first Malaysian university to focus on strategic communication

The only university in the GLU 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 crosscultural and global communication

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



AWARD-WINNING UNIVERSITY WITH A GLOBAL **OUTLOOK** 

#### **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 2022 and Times Higher Education (THE) World University Rankings 2022. At MMU, our diversity is what makes us unique where you will study alongside with around 1,000 international students from 56 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. Expand your study experience through our international linkages with abroad universities such as Northumbria University, Western Sydney University, University of Southern Queensland, Auckland University of Technology, Hull University, Manchester **Metropolitan University, University of Essex** and many more.

Top 200 in QS Asia University Rankings 2022

Awarded Self-Accreditation Status, 2017 by Malaysian Qualification Agency

**Top 5** among Malaysian Private Universities in Times Higher Education (THE) Asia University Rankings 2022. Top 400 in QS World Ranking by Subject (electrical and electronic) since 2015

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

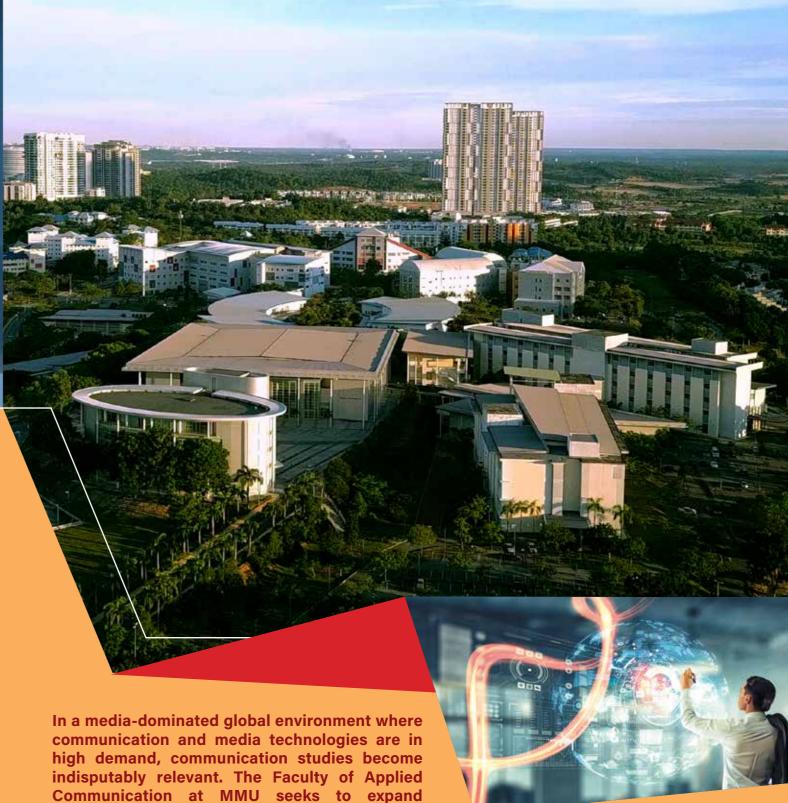
**Awarded CXP Best Customer Experience Awards 2021** 

Awarded **Bronze Medal** under the Education and **Learning at Putra Brand Awards 2021** 

**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)** 



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 stateof 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.

# A UNIVERSITY THAT IS AN INDUSTRY TRENDSETTER

- 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 multiaward 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.



#### RESEARCH-LED AND 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.

### 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 as soon as possible, 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 would 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, on top of 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 within 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.

## 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 your passion, 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.

contributed to enhancing and redefining my growth, even to this present day.

Siti Ayu Nazirah Binti Rohaizan

Bachelor of Communication

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

Senior Executive, Communications
CITRINE

(Strategic Communication) (Hons.)

#### Sophiya Rose Elena Binti Ahmad Latifi

Bachelor of Communication (Strategic Communication) (Hons.)

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









#### **Foundation in Communication**

(N/321/3/0210) 04/26 (MQA/PSA14410)

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 centric and adopt 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 that transform society and create sustainable development. Closely aligned to MMU's mission and vision, the programme also strengthens learners' English language proficiency through its comprehensive English language modules. The programme also distinctively includes fundamental digital skill-sets to empower aspiring communication professionals to solve meaningful problems, and employ related software programmes to create digital contents.

#### PROGRAMME STRUCTURE

#### Trimester 1

- Social and Emotional Healt
- Public Speaking
- Essential English
- Introduction to Rusiness Management\*
- Introduction to Digital Content Entrepreneursh
- Digital Media Applications\*
- Social Network Application

#### Trimester 2

- Communicative English
- Communication Studies
   Fundamental of Visual Communication
- Fundamental of Visual CommunicationDiscovering Mass Communication
- Reasoning and Advocacy
   Fundamentals of Media Writing
- Trimester 3
- Academic English
- Fundamentals of Integrated Marketing
  Communication
- Fundamentals of Digital Journalism and

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

\* Optional (Pick On

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#### **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 2 Year 3 CORE Communication and Research Method Integrated Promotional Communication Stakeholders Management Event Planning and Managem Marketing Communication Strategies Corporate AdvertisingMedia Law Workplace Communication Corporate Strategy Public Relations StrategiesMedia Culture Media Publishing and Corporate Design Capstone Project Multimedia Applications for Communication Design Thinking for Strategic CommunicationFundamentals of English Corporate Communication Strategic Thinking and Planning Corporate Writing Consumer Trends - Creative Writing • Creativity and Innovation • Spanish Language 1, 2, 3 • Korean Language 1, 2, 3 • French Language 1, 2, 3 Becoming A Leader Office Application for Professionals German Language 1, 2, 3 onal Image and Etiquette Chinese Language 1, 2, 3 Japanese Language 1, 2, 3 Character Building Integrity and Leadership - Falsafah dan Isu Semasa (Philosophy and Integrity and Leadership Current Issues) Bahasa Kebangsaan A (Local Student) Penghayatan Etika dan Entrepreneurship and Lean Start-up Stress and Well- Being among Malaysians Personal Social Responsibility Peradaban (Appreciation of Ethics and Civilizations) (International Student) Bahasa Malaysia munikasi 2

Note: The above programme structure serves as a quide, 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

- Fundamentals of Communication Theories
- · Introduction to Stakeholder Management

- Consumer in Digital Age
- Media and Broadcasting

- Public RelationsEssential Academic English

Computer Technology in New Media
 Drama and Performance

Media and Entertainment Management

- Advertising in New Media

#### Year 2

- · Strategic Communication and Digital Media
- Viral Marketing Communication
- Digital Journalism
- Media Publishing and Design
- Social Media Strategy
- Digital Content Creation and Storytelling
- Business Communication in the Digital Age
- Corporate Event Planning
- Media Law and Ethics

- Personal Branding
- Media Production
- Copywriting
- Digital Entrepreneurial Communication

#### **MPU SUBJECTS**

- Character Building
- Character Development

- Falsafah dan Isu Semasa (Philosophy and Current Issues)
- Penghayatan Etika dan Peradaban (Appreciation of Ethics and Civilizations)
- Bahasa Melayu Komunikasi 1 (International Students)
- Bahasa Kebangsaan A
   Basic Academic Writing
- Grooming and Professional Etiquette
- Family and Society in Malaysia
- Introduction to Cultural Practices in Malaysia
- Fundamentals of Islamic Leadership in Malaysia
- · Personal Social Responsibility

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



University	Programme	Minimum Entry Requirements
CYBERJAYA	Diploma  • Diploma in Applied Communication	<ol> <li>Pass in SPM /O-Level or its equivalent with a minimum of Grade C in at least three (3) subjects, inclusive of English; OR</li> <li>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</li> <li>Pass in STAM with a minimum Grade Maqbul (Pass) in any one (1) subject including a credit in SPM English or its equivalent; OR</li> <li>Pass UEC with a minimum of three (3) Bs including English; OR</li> <li>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</li> <li>Pass a Certificate or its equivalent including a credit in English at SPM or its equivalent; OR</li> <li>Pass a Certificate in Media and Communication or its equivalent.</li> </ol>
CYBERJAYA	Foundation  • Foundation in Communication	Pass SPM/O-Level or its equivalent with a minimum of five (5) credits including English; OR     Pass UEC with a minimum of three (3) Bs including English.
CYBERJAYA	Bachelor  Bachelor of Communication (Strategic Communication) (Hons)	<ol> <li>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</li> <li>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</li> <li>Pass A-Level with a minimum of Grade D in any two (2) subjects; OR</li> <li>Pass STAM with a minimum Grade Jayyid (Good) in two (2) subjects including a credit in SPM English or its equivalent; OR</li> <li>Pass UEC with a minimum of five (5) Bs including English; OR</li> <li>Pass a Diploma or its equivalent, with minimum CGPA 2.00 including a credit in English at SPM or its equivalent; OR</li> <li>Pass a Diploma in Media and Communication or its equivalent; OR</li> <li>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.*</li> </ol>

## TOGETHER, WE LEAD THE DIGITAL FUTURE





#### MULTIMEDIA UNIVERSITY [DU001(B)]

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The Information provided is up to date and accurate at the time of printing.

MMU reserves the right to make, without notice, amendments or modifications, as may deem necessary.