



MASS COMMUNICATION

BE THE TRENDSETTER OF TOMORROW

K|D|U
COLLEGE

ABOUT KDU

As a pioneer in private tertiary education in the region, KDU College sets itself apart by focusing on delivering quality programmes partnering with top universities around the world. With more than 48,000 alumni, KDU has built a strong presence in the region and continues to inspire its students to greater heights.

VISION - The premier learning organisation that sparks curiosity, inspires success and promotes responsibility.



OUR PROMISE

“Our students use the best industry standard facilities & are accepted into top media firms in Malaysia for their internship. This is another reason why our Mass Comm-ers are in industry demand.”

Ms Evelyn Lim
Academic Department Head
Mass Communication Department



MASS COMMUNICATION

Creative people live life with passion and energy. Channel your energy to pursue a course of study in Communication. At KDU, we inspire you to lead, direct, write and unleash your potentials in the vibrant industry of public relations, broadcasting, print, media and many other areas.



Career Options

// **Broadcasting (TV & Radio)** : Newscaster, Broadcast Journalist, Producer, Director, Editor, Station Producer, Disc-Jockey

// **Film** : Director, Producer, Assistant Director, Production Manager, Director of Photography, Script Writer

// **Advertising** : Copywriter, Media Planner, Media Buyer, Account Manager, Brand Manager, Art Director

// **Photography** : Visual Communication, Editor, Photographer

// **Education & Training** : Academician, Programme Counsellor, Trainer, Customer Care Executive, Public Service Executive, Project Manager for Non-Profit & Governmental Organisations

// **Print (Magazines & Newspapers)** : Journalist, Publisher, Editor, Researcher, Reporter, Media Critic

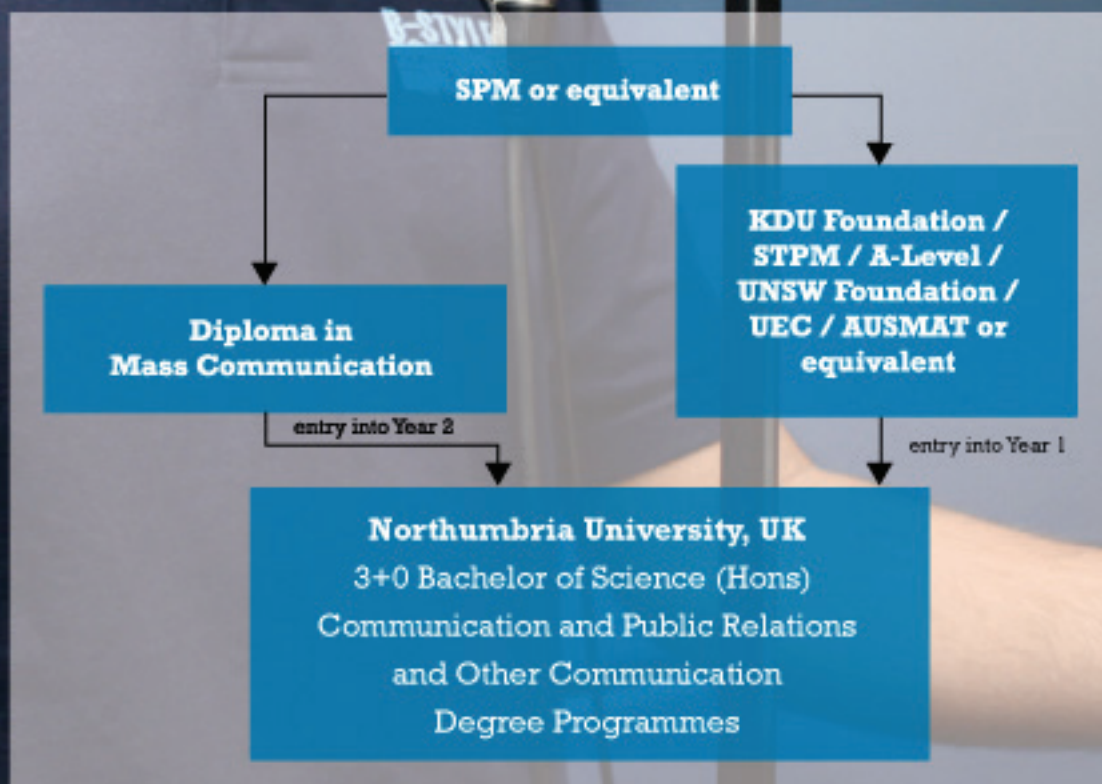
// **Marketing Communication** : Public Relations, Advertising, Corporate Communication, Media Management, Planning and Promotions

// **Consultancy** : Consultant, Analyst, Information Officer, Spokesperson, Project Manager, Product Development Director

// **Multimedia** : Web Content Designer / Writer, Web Journalist, Internet Advertising

BE THE TRENDSETTER OF TOMORROW

STUDY ROUTE



KDU believes that people should learn more from people and not just books. Here at KDU, lessons are learned but people are celebrated for the inspiration they bring to each other.



First and foremost the reason I chose Mass Communication is because it covers a wide area in career options comprising of related fields of advertising, communication, public relations and other various kinds of media.

KDU provides related courses offering subjects such as desktop publishing, public relations, social studies, advertising, and marketing which are very much related to the career I wished to pursue and also the position I've achieved today in Starwood Hotels & Resorts. The sphere of mass communication requires a combination of skills and traits and KDU has groomed me into a person with excellent communication skills, a good team player, confidence and diligence in every task given.

Jolyn Ng

Graduate of 2006

Digital Marketing Manager, Malaysia & Singapore - Starwood Asia Pacific Hotels & Resorts



"I graduated from KDU about 5 years ago with my Diploma in Mass Communication. I went into KDU back then because it offered the best Mass Comm Programme in Penang whereby it provides a full variety of great subjects within the discipline.

I had a great time studying at KDU and at the same time met two of my best friends with whom I went to overseas with to further our studies together. Throughout my studies here, I learned more about myself and most importantly my passion for the future. From there I have grown to who I am today and have recently just completed my Master's Degree in Advertising from Australia."

Venus Khor

Graduate of 2007

Account Director at Rising One Media & Director at Camera Museum, Penang



Why did I choose KDU? In all of my research back then for a good college, I found KDU Mass Comm's programme to have the best facilities and the most experienced lecturers in Penang. I thought it would be a good choice and guess what? I was right. Now I am doing awesomely well. If you have doubts about KDU College. Don't. Just get in and join the ride. Because in KDU, not only do you learn, you also do it with fun and laughter. It was the best college experience I could have, especially with such wonderful peers and awesome lecturers who were not only our facilitators but also our friends back then.

Shmay Tan Qin Mei

Graduate of 2011

Currently studying BA(Hons) Media Production in University of Sunderland



I chose to join KDU Penang's Diploma in Mass Communication programme because it allowed me to explore each area of Mass Communication and discover my potential, skills and talents for the field which best suits me. Today I have managed to further my studies in media production, yet I am armed with knowledge from other fields of public relations, advertising and journalism which has been proven to be very important and useful. KDU College has been a big part in helping me to expand my horizons as I got to perform my internship in an established media organization in Malaysia as well.

Sabine Ong Xin Yi

Graduate of 2011

Assistant Producer at Play Pictures Sdn Bhd

DIPLOMA IN Mass Communication

JPT / BPP (A8444) 12/17

In preparing you for a range of careers in the mass communication field, this course will take you through a broad spectrum of modules such as advertising, public relations, journalism and publishing, film studies, photography, media design and broadcast design. The modern syllabus will present numerous opportunities for you to have fun while acquiring the knowledge and skills you would need to succeed.

// Year 1

- Introduction to Mass Communication
- Public Speaking Skills
- Writing and Referencing Skills
- Principles of Public Relations
- Introduction to Sociology
- Introduction to Computing and Information Technology
- Principles of Advertising
- Media Research Methods
- Media, Culture & Society
- Introduction to Radio Production
- News Writing & Reporting for Print Media
- Introduction to Film Studies
- Mass Media Law

MPU Subjects

Local

- Pengajian Malaysia II
- Oral Communication II/ Bahasa Kebangsaan A
- Ethics and Moral II
- Holistic Personal Development

// Year 2

- Photo Communication
- Organizational Communication
- Principles of Copywriting
- Consumer Behaviour
- Creative Strategy
- Media Planning
- Desktop Publishing
- Multimedia and Web Development
- News Writing for Electronic Media
- Personal Development & Leadership Skills I
- Personal Development & Leadership Skills II
- Practical Training

Foreign

- Bahasa Melayu Komunikasi I
- Oral Communication II
- Ethics and Moral II
- Holistic Personal Development

Duration : 2 years 4 months

Offered at : KDU PENANG

Why choose Mass Communication from KDU?

- **Comprehensive industry based syllabus.** Learn more with core subjects in all areas of communication. Finds out what suits you best!
- **Internship stints with top media agencies.** Get ahead in your resume with 3 month working stints with Malaysia's top media organizations.
- **State-of-the-art learning facilities.** Acclimatize with the industry early with facilities such as recording studios, iMac Lab, PR Spin Doctor Lab and Broadcasting Studio (June 2014).
- **Industry ready and recognized.** Our graduates are in demand by the industry's best with 83% being employed before graduation.



Northumbria University, UK

3+0 Bsc (Hons) in Communication and Public Relations

JPT/BPP (PA1331)02/17

The media, communications and creative industries reach into every corner of society. Careers in this fast-growing field offer huge potential for graduates with the right training. The Bachelor of Science in Communications and Public Relations (Northumbria University) is one of UK's most sought after qualification. It gives students theoretical and practical experience over a wide range of communication fields. It is also the perfect choice if you enjoy working with the public and are passionate in organizing events.

//Year 1

- Communication Theory and Practice
- Creative Digital Design
- Customer Oriented Communication
- Corporate Communication in Practice
- Digital Visual Communication
- Cross Cultural Communication

//Year 2

- Corporate Event Planning
- Personal and Professional Effectiveness
- Interpretation and Use of the Media
- Writing for Public Relations (S1)
- New Media Marketing (S2)
- Web Production
- Industrial Training

//Year 3

- Undergraduate Communication and PR Project
- Public Relations in Practice
- Texts and Contexts (S1)
- Social Legal and Ethical Issues (S2)
- Web Usability and Development

MPU Subjects

Local

- Hubungan Etnik
- TITAS
- Bahasa Kebangsaan A / IELTS Preparatory Class
- Ethics & Moral III
- Holistic Professional Development

Foreign

- Bahasa Melayu Komunikasi II
- Pengajian Malaysia III
- IELTS Preparatory Class
- Ethics and Moral III
- Holistic Professional Development

Duration : 3 years

Location : KDU PENANG

FACILITIES

- // Business Lounge
- // Broadcasting Studio
- // Carême
 - Pastry & Bakery Kitchen
- // Cafeteria
- // Computer labs and iMac labs
- // Escoffier
 - Garde Manger & Butchery Kitchen
- // Fully-equipped science labs
- // Games Design Lab
- // Gymnasium
- // Library
 - Electronic book databases
 - Electronic journal databases
 - Specialized electronic databases
- // Mock Hotel Suite
- // Pastry Kitchens
 - Fully-equipped hotel specification kitchen
 - State-of-the-art equipment
- // Recording Studio
- // Service Restaurants
 - Bon Appétit - Fine Dining
- // Spin Doctor Lab
- // Surau
- // Wi-Fi enabled campus





BUSINESS • Cert. in Financial Planning (CFP) • Dip. in Business • Keele University
3+0 B. Arts (Hons) Business Management (Double Major)

MASS COMMUNICATION • Dip. in Mass Communication • Northumbria
University 3+0 BSc. (Hons) Communication and Public Relations

COMPUTING • Cert. in Information Technology • Dip. in Computer Studies • Dip. in
Games Technology • Northumbria University 3+0 BSc. (Hons) in Computing Studies
• University of London 3+0 Bsc. (Hons) in Creative Computing

DESIGN • Diploma in Creative Media Design • Diploma in Interior Design

ENGINEERING • Dip. in Electrical & Electronic Engineering (Microelectronics)
• Dip. in Electrical & Electronic Engineering (Mechatronics) • Northumbria
University 3+0 BEng. (Hons) in Electrical & Electronic Engineering

HOSPITALITY, TOURISM & CULINARY ARTS • Dip. in Hotel Management • IMI
University Centre Dip. in International Hotel & Tourism Management • IMI
University Centre Dip. in Professional Chef Training • IMI University Centre 3+0 B.A.
in International Hotel & Tourism Management

LANGUAGE • Intensive English Language • IELTS Preparatory Course • CIDTT •
Intensive English Language Enhancement Programme (IELEP) • Holiday English
Language Course (HELIC) • Corporate Training Programmes • Better English for
Better Business Opportunity Training Programmes • Creative Tips and Tricks in
Teaching English Workshops

PRE-UNIVERSITY • OCE A-Level



MyQuest Audit 2010/2011
MyQuest Audit 2012/2013
By the Ministry of Education, Malaysia

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Fax : 05-241 4211
Email : best@kdupg.edu.my

Website: <http://www.kdupg.edu.my>

Other members include:

