



BACHELOR OF COMMUNICATION
(ADVERTISING) (HONS)

(N/321/6/0201)(MQA/PA7534)(04/21)

ENTRY REQUIREMENT

Diploma in Mass Communication or equivalent
Foundation/STPM/UEC/A-Levels or equivalent

DURATION

Full Time – 3 Years
Part Time – 6 Years
Diploma in related field

INTERNSHIP

4 months

CAREER OPPORTUNITIES

Agency Planner, Event Planner, Marketing Coordinator, Brand Manager, Copywriter, Graphic Designer, Art Director, Creative Director, Advertising Designer, Advertising Manager, Media Planner, Marketing Communications Manager, Events Coordinator



THE PROGRAMME

The Bachelor of Communication (Advertising) (Hons) offers students a degree that prepares them for a creative education and professional career in the highly competitive and fast changing global advertising industry. It offers a study scheme that allows students to hone their creative skills and work in a range of agency and corporate environment within the digital advertising and creative industry.

The Bachelor of Communication (Advertising) (Hons) provides students with an integrated approach to advertising studies through the advertising, marketing communication, design and multimedia platforms. Embedded within the degree is an essential work placement which takes place in Year Three. This helps students to develop the abilities and understanding of the advertising industry. It also provides students the opportunity to build important contacts and develop the network within the profession that can serve as a platform for successful entry into a career upon graduation.

COURSES*

YEAR 1

Introduction to Advertising
Human Communication
Introduction to Broadcasting
Design Fundamentals
Graphic Design I
Photography
Introduction to Mass Communication
Communication Theories
Copywriting
English for Communication
Presentation Skills
Principles of Marketing
Religious Philosophy
Negotiation Skills / Bahasa Kebangsaan A

YEAR 2

Media Law and Ethics
Creative Advertising Techniques
Graphic Design II
Multimedia Design I
Multimedia Design II
Academic Writing
Brands & Branding
Creative Thinking & Problem Solving
Research Methodology
Advertising: Media Planning
Tamadun Islam dan Tamadun Asia (TITAS) /
BM Komunikasi 2
Hubungan Etnik / Pengajian Malaysia 3
Self-development

YEAR 3

Advertising Campaign I
Advertising Campaign II
Integrated Marketing Communication
Motion Graphics
Consumer Behaviour
Public Speaking
Industrial Training
Elective

*Subject to changes

CONTACT US

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