



**BACHELOR OF COMMUNICATION
(NEW MEDIA) (HONOURS)**

(N/321/6/0236)(MQA/PA8946)(01/23)

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 fields – 2 Years

INTERNSHIP

4 months

CAREER OPPORTUNITIES

Web Writer, Web Designer/Publisher, Reporter, Photojournalists, Web Editor, Social Media Manager, Digital Content Developer, Blogger, Digital Marketer



THE PROGRAMME

The Bachelor of Communication (New Media) (Hons) is an innovative programme which combines studies in communications, web writing, web video production and digital design. Students will develop a strong foundation in producing digital content by telling compelling stories across different platforms using the latest and emerging technologies.

The programme also delves into a variety of subject areas, including new media technology, social media research and marketing, interpersonal development in mediated environments and content production for new media platforms.

This three-year degree programme will prepare students to become versatile new media professionals who could adapt to the evolving technology era in the rapidly changing media industry.

COURSES*

YEAR 1

Introduction to Online Journalism
Design Fundamental
Introduction to Digital Media
English for Communication
Presentation Skills
Human Communication
Negotiation Skills / Bahasa Kebangsaan A
Religious Philosophy
Introduction to Mass Communication
Introduction to Graphic Design
Digital & Media Literacy
Introduction to Broadcasting
Interactive Journalism
Elective

YEAR 2

Tamadun Islam dan Tamadun Asia (TITAS) / BM
Komunikasi 2
Hubungan Etnik / Pengajian Malaysia
Self-development
Media Law & Ethics
Desktop Publishing
Photojournalism
Broadcast News
Academic Writing
Digital News Editing
Research Methodology
Newsroom
Social Media Journalism
Introduction to Web Design
Elective

YEAR 3

Dissertation I
Digital Marketing
Dissertation II
Online Feature Writing
Digital Media & Sports
Digital Storytelling
Elective

*Subject to changes

CONTACT US

Jalan Lim Lean Teng
11600 Penang, Malaysia
Tel: (604) 283 1088
Fax: (604) 282 9325
Email: enquiries@hcu.edu.my

www.hcu.edu.my

DKU037(P) JPT/BPP(U)1000-801/143/Jld.2 (5)
(wholly owned by HJU International College Sdn. Bhd.)480642-T)