



BACHELOR OF  
**PUBLIC RELATIONS AND EVENT MANAGEMENT (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 students – 2 Years

**INTERNSHIP**

4 months

## CAREER OPPORTUNITIES

Corporate Communications / Public Relations Practitioner, Social Media Manager, Marcom Manager / Officer, Event Manager / Planner, Digital Editor, Host, Media Planner, Corporate Event Planner, Event Organiser, Accounts Executive, Copywriter, Media Researcher



## THE COURSE

HCUC's Bachelor of Public Relations and Event Management degree prepares students to become a highly-regarded public relations and event manager. Student pursuing the program will be exposed to both in event and technologies in the field of communication, marketing, management and multimedia. Students will have the opportunity to bring their ideas to life and develop their own project or event with creative theme and format.

In addition, students will gain experiences working with diverse group of people and engage with industry members especially through Public Relations Campaign, Public Relations Project, Event Management and Planning, and Event Management and Sponsorship courses which prepares students with the competency to meet challenges of the industries today. In order to ensure this, the programme regularly evolves its curriculum to align with industry and integrate real world client work.

A field placement opportunity will be provided in the last semester for students to gain career experience before graduating. Upon completion of this program, students will be equipped to be a strategic, critical thinking and creative leader who can successfully and ethically navigate complex communication landscape.

## COURSES

### YEAR 1

Human Communication  
Introduction to Public Relations  
Design Fundamentals  
Introduction to Digital Media  
Introduction to Mass Communication  
Introduction Graphic Design  
Social Media Engagement  
Writing for Public Relations  
Event Management and Planning  
English for Communication  
Presentation Skills  
Negotiation Skills/Bahasa Kebangsaan A  
Religious Philosophy  
Elective I

### YEAR 2

Media Law and Ethics  
Corporate Communication  
Event Management and Sponsorship  
Academic Writing  
Public Relations Campaign  
Risk and Crisis Management  
Corporate Social Responsibility  
Research Methodology  
Integrated Marketing Communication  
Public Relations Campaign  
Public Relations Project  
Tamadun Islam dan Tamadun Asia  
(TITAS)/Bahasa Komunikasi 2  
Hubungan Etnik/Pengajian Malaysia 3  
Self-Development  
Elective II

### YEAR 3

Public Speaking  
Dissertation 1  
Dissertation 2  
Entrepreneurship & Small Business  
Management  
Audio Visual Production for Commercials  
and Entertainment  
Intro to Music Business  
Industrial Training  
Elective III

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## CONTACT US

Jalan Lim Lean Teng  
11600 Penang, Malaysia

Tel: (604) 283 1088

Fax: (604) 282 9325

Email: [enquiries@hcu.edu.my](mailto:enquiries@hcu.edu.my)

[www.hcu.edu.my](http://www.hcu.edu.my)

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