

MASS COMMUNICATION



CHANGE THE WORLD'S PERCEPTION
WITH THE POWER OF COMMUNICATION



YOUR FUTURE BUILT TODAY

6
campuses across Malaysia

30+
years of empowering young minds

16,500+
students currently served

1,000+
employees nationwide

70,000+
graduates whose lives we have touched

ABOUT INTI

At INTI, our mission is to bridge the needs of tomorrow through the competencies our students gain today, empowering them to become the leaders, innovators and game changers of the future. We are committed towards ensuring our students gain the competencies needed for the workplace of the future, and to work alongside the digital transformations driving today's global businesses in the Fourth Industrial Revolution.

Through our innovative teaching and learning and extensive industry partnerships, we empower our students with the ability to work with smart machines, to process and analyse data for better decision-making, to learn about technologies that impact businesses and manufacturing processes, and to develop professional skills such as adaptability, working with multidisciplinary teams, problem-solving, and a thirst for lifelong learning.

By inspiring our students to explore their passions and discover their true potential through the right skills, tools and experiences, we continue to be a force of change in revolutionising education. Our commitment is to ensure exceptional graduate outcomes, and to transform our students into the dynamic leaders of the future — ones who will lead us in the Fourth Industrial Revolution, and beyond.

Awarded **FIVE STARS** in the **QS STARS RATING**, achieving top marks in the categories of Online Learning, Employability, Facilities and Inclusiveness



INTI GRADUATE
EMPLOYABILITY
SURVEY 2017
VALIDATED BY
BDO

99%

of INTI graduates are employed within 6 MONTHS of graduation

91%

of INTI graduates are PAID HIGHER than the market minimum average

60%

of INTI graduates get job offers BEFORE they graduate

COLLABORATION WITH INDUSTRY PARTNERS

Over the years, INTI has cultivated a strong engagement with multinational companies and large local organisations on diverse platforms to foster innovation curricula and develop future-ready graduates.



The platforms include:

- Industry Awards / Scholarships
- Employer Projects
- Boot Camps and Career Workshops
- INTI Leadership Series
- Faculty Industry Attachments
- Industry Advisory Boards
- Industry Skills Certifications
- Employer Centric Curricula
- Internships and Job Placements
- Coaching and Mentoring



We are **INTERNATIONAL**

Our internationally recognised education will enrich you with the right skills and attributes to excel at whatever you do and wherever you go.

World Renowned Collaborations with Prestigious Universities

INTI offers exclusive franchise degrees and dual award degree programmes in partnership with some of the world's highest rated universities. These partnerships help to enhance your academic credentials and offer you access to some of the most prestigious institutions of higher learning globally.



RANKED NO.15 UK UNIVERSITY*
*Guardian University Guide 2020



Blue Mountains
International Hotel Management School

RANKED NO. 1 HOTEL MANAGEMENT SCHOOL IN AUSTRALIA AND ASIA-PACIFIC

*Kantar 2020

University of Hertfordshire UH

AWARDED TOP GOLD RANKING IN UK'S TEACHING EXCELLENCE FRAMEWORK*

*Teaching Excellence Framework (TEF) 2018



NO.1 MOST INNOVATIVE UNIVERSITY IN THE NORTH*

*US News & World Report 2018

Sheffield Hallam University | Sheffield Institute of Arts

ONE OF BRITAIN'S LARGEST AND MOST PROGRESSIVE MODERN UNIVERSITIES*

*<https://www.cumulusassociation.org/members/SheffieldHallamUniversity/>



AACSB ACCREDITED*
-ONLY 5% OF WORLD'S BUSINESS SCHOOLS SHARE THIS HONOUR

*Association to Advance Collegiate Schools of Business (AACSB)

INNOVATIVE Teaching & Learning

INTI integrates an array of proven approaches to teaching combined with revolutionary applications of technology in the classroom such as the innovative Blackboard Learning Management System.



Blackboard

With Blackboard, learning does not only happen in the classroom, it happens everywhere. It's a holistic, integrated system to collaborate and interact with fellow students and lecturers. Students can offer and gain feedback from their peers on coursework and perform self-assessments while learning in a safe, nurturing and holistic environment.

GLOBAL RECOGNITION AND ACHIEVEMENT

Awarded to
INTI INTERNATIONAL UNIVERSITY & COLLEGES for:



- Professional Development (2020, 2019 & 2017) •
- Student Success (2020 & 2019) •
- Leading Change (2018) •

Supplementary Learning and Assessment Tools Used:



3D Studio Broadcasting System Using The Most Advanced Virtual Studio Technology



Video Management And Creation Tools



Interactivity Building Software Ranging From Games, Quizzes, Simulations, Presentations And More



Online Assessment Platform with Online Remote Proctoring



Software To Support Feedback Processes Including Course And Lecturers' Evaluations



INDUSTRY RELEVANCE
INTI has established a strong collaborative network with key leading companies in the industry and has been at the forefront of education innovation by offering an academic curriculum that is not only industry relevant but also immensely effective.

INDIVIDUAL Development

INTI endeavours to include practical experiences in every programme it offers. From practical workshops taught by local and international guest lecturers and industry practitioners who share the ins and outs of the working world, to hands-on practical projects initiated by potential employers.



THE MENTOR-MENTEE PROGRAMME

Expand your social circles and future horizons

New students at INTI are paired up with a senior student who acts as a role model and offers assistance in easing them into academic life. The mentor-mentee programme supports new students to form social bonds and helps them become a part of the close-knit INTI community. These social bonds provide a significant part of the support a student receives during their journey at INTI.



PARENT / TEACHER MEETINGS

Get valuable feedback and grow

To keep abreast of a student's academic progress at INTI, both students and lecturers have access to the Blackboard Academic Learning system which helps them track the areas for improvement. Parents and caregivers are also invited to meet with the student's lecturers and academic staff to discuss their academic performance and explore ways to enhance it.



LINKEDIN
Building your personal brand and your link to a world of opportunities

INTI has established a collaboration with LinkedIn that leverages its powerful connections, and offers training for students to create their personal brand and profile that elevates their opportunities for employability. Regular workshops are conducted to teach students how to create a compelling resume that will resonate with potential employers. With a complete, job-ready LinkedIn profile even before they graduate, INTI students have the perfect platform to build and enhance their personal brand.

MASTER THE ART OF COMMUNICATION

The ability to effectively get your point across to the masses is a powerful skill. These days, information can be searched with a few clicks of a mouse and the latest news can be shared and disseminated across the world within minutes of it happening, thanks to the power of mass communication. Mass Communication will train you in a wide array of disciplines that enables you to master the ability to craft and share messages with a global audience.



INTI offers various courses ranging from Diploma in Mass Communication to a Bachelor Degree in Mass Communication, in collaboration with the University of Hertfordshire, United Kingdom. Students who pursue this Degree will also have the option to complete their entire programme in Malaysia or transfer their credits and continue their studies at the University of Hertfordshire in the UK.

PRACTICAL EXPERIENCES AND INDUSTRY RELEVANT CURRICULUM

In keeping with INTI's educational philosophy to ensure students receive industry relevant curriculum, guided by experienced and industry-trained professionals, INTI firmly believes in integrating and incorporating a diverse array of practical course-related activities to its teaching delivery.

Students are also given collaborative internship opportunities at Malaysia's leading media agencies to expose them to real-world scenarios, e.g. challenge of developing and presenting advertising campaigns to management teams.

STUDY TRIPS AND VISITS

Students contemplating the option to complete their course at the University of Hertfordshire, UK, can firstly opt for an elective study trip and attend lectures and tutorials to familiarize themselves with the country prior to making their final decision. Students have also made one-day comprehensive tours to the National Film Development Corporation Malaysia (FINAS) to gain insights into film production and the technology used in the broadcasting industry.

MASS COMMUNICATION WEEK

This student-run and initiated campus-wide annual event addresses key issues in media and communication. Providing opportunities for students to develop their management and communication skills, students organise and implement the entire event from start to finish. In the past, the event welcomed some of Malaysia's most prominent figures to share their insights on mass communication issues. Luminaries such as Datin Paduka Marina Mahathir has taken the stage to speak at INTI International University while other talented individuals who have also given talks include Datuk Jake Abdullah, CEO of Astro Radio and Mark O' Read, a celebrated host on 8TV.

INNOVATIVE, INDUSTRY-RELEVANT LEARNING

Our faculty consists of industry professionals who have proven themselves to be acknowledged masters in their respective fields. This is also combined with a regularly assessed curriculum to ensure that every course is aligned with the needs of the industry. To enable students to maximise their learning experience, INTI employs the highly advanced Blackboard Learning Management System, allowing students and lecturers to interact with each other via curated forums online, revisit course content at any time and also allows students to identify areas for improvement via advanced analytics.

FULLY EQUIPPED BROADCASTING STUDIO

Our campuses come with fully equipped broadcasting studios that incorporate the latest technology. This includes a full array of microphones, lighting solutions and video recorders from reputable manufacturers such as Sony, Sennheiser and Lowel. The studio also incorporates a comprehensive studio recording management system akin to that used in broadcasting stations worldwide that enables students to gain hands-on experience into the work that goes into creating TV productions for broadcasting. With this fully equipped station, students are able to create a diverse array of productions for course work ranging from live reporting to full-on video productions from start to finish.

ABOUT UNIVERSITY OF HERTFORDSHIRE, UK

The University of Hertfordshire, UK, is an exemplar in the education sector and achieved the top gold ranking in UK's Teaching Excellence Framework (TEF) 2018. University of Hertfordshire is committed to giving its overseas students the best experience possible and with more than 5,200 international students from over 100 countries, students will never feel alone at the University. At its School of Humanities, University of Hertfordshire provides students with exceptional learning opportunities and innovative courses taught by staff who are cutting edge of their subjects. Studying at University of Hertfordshire is about exploring, interpreting and enjoying different aspects of UK culture. University of Hertfordshire is proud to have created a flexible, supportive learning community where students are always encouraged to be intellectually ambitious and creative. Students will also have the opportunity to develop excellent transferable skills and even further study abroad, giving them a real career advantage.



DIPLOMA IN MASS COMMUNICATION

This is a two-year programme that emphasises highly practical, industry-relevant curriculum that prepares graduates for positions in a variety of fields in Mass Communication. The course offers multiple electives and includes modules that are usually taught at higher levels to ensure that graduates gain exceptional practical experience.

Highly Practical Curriculum

The Diploma in Mass Communication is currently the only programme of its level in Malaysia offering a mandatory module in radio and online podcasting that enables students to create, produce and ultimately host their own programmes online. Students are also taught scriptwriting as a course module by practicing professionals from the Malaysian television industry to ensure that students gain job skills of relevant value.

The programme also conducts regular collaborative efforts with local mass media leaders such as The Star newspaper, Astro and BFM 89.9 where invited representatives share insights into the current environment, needs and demands of their respective industries. Invited guest speakers also share their experiences in preparing for a career in these industries and how to write compelling resumes.

Value-added Workshops

To ensure well-rounded graduates, students can opt to attend workshops of various fields to add value to their academic achievements. Students have the opportunity to learn, gain hands-on experience and master industry critical products and software suite, such as the Adobe Premiere Pro CS6, which is widely considered the industry standard for digital video editing, Adobe Photoshop, Illustrator and InDesign for desktop publishing, and Audacity for editing sound and music tracks.

3+0 BA (HONS) IN MASS COMMUNICATION

in collaboration with University of Hertfordshire, UK

The 3+0 BA (Hons) in Mass Communication is a 3-year and 12 weeks generalist degree that enables students to pursue a rewarding career in mass communication across a variety of industries. The course offers a solid grounding in various aspects of mass communication, including journalism, film, digital media and advertising as well as immense practical experience via courses in videography, magazine design, news/ features editing and a final year project with an employer.

Students complete the entire course locally in Malaysia, or transfer credits and complete their course at the prestigious University of Hertfordshire, UK. Throughout the duration of the programme, INTI students can gain access to the full range of University of Hertfordshire resources including recorded lectures which can be viewed online and much more. Students also have privileged access to INTI's fully equipped broadcasting studio to complete aspects of their course work as needed. Upon completion of this Course, either locally or at Hertfordshire, students will be recognised with qualifications that are equal to those conferred by the University of Hertfordshire.

As part of their programme, students are required to engage and work on a final project with a recognised industry partner. Students will undertake the project in a manner akin to a real-world project pitch by reviewing the issues faced by the employer, developing a proposal and solutions before presenting it to the employer.

BACHELOR OF MASS COMMUNICATION (HONS)

with INTI International University and University of Hertfordshire, UK

This a dual award degree is conferred by both INTI and the University of Hertfordshire and incorporates a more specialised curriculum that recognises the needs of the Malaysian broadcasting and mass communications industry. The programme is developed by INTI in collaboration with industry professionals and endorsed by the University of Hertfordshire. The advantage of its dual nature broadens the prospects of students in various countries and establishments.

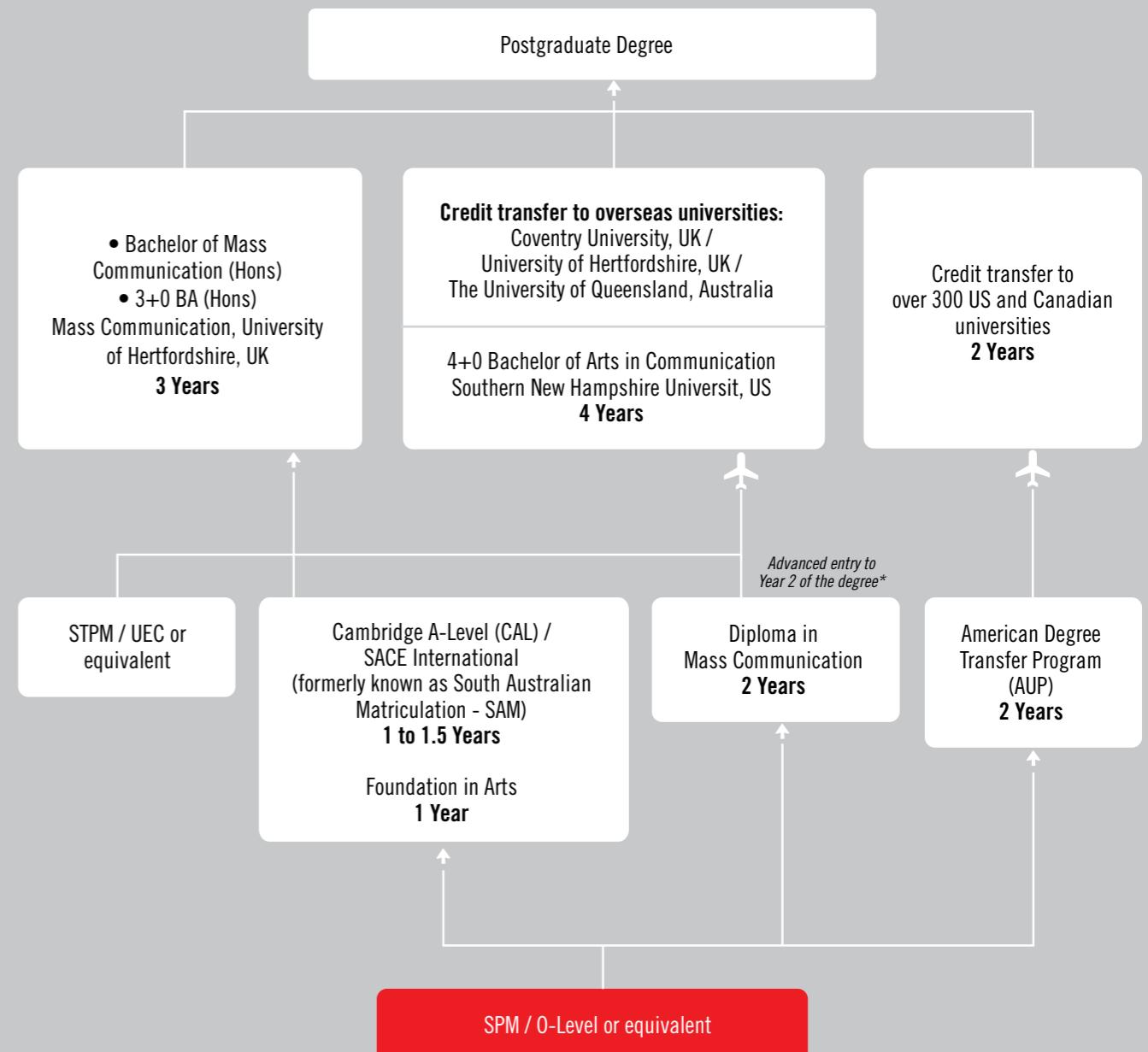
Students initially undertake and study a core range of skills and subjects in a holistic approach that encompasses both theoretical and practical skills such as Communication Technology, Social Psychology and Professional Development. Students are then given options to specialise in one of four different areas: Advertising, Journalism, Public Relations and Broadcasting. In addition, all students are tasked to master a new language, such as Japanese, French, German or Mandarin, to prepare them for a competitive globalised industry.

Each of the four specialised subject areas offers a robust practical element which consists of an extended employer project. This element of the course is a hands-on project conducted with industry partners to assist in addressing key concerns faced by them. Students have the opportunity to work together as a multi-disciplinary team with those from other specialisations to solve challenging issues in a manner akin to working professionals.

CONTENT

	PAGE
Pathway	13
Entry Requirements	14 - 15
Foundation in Arts	16
Diploma in Mass Communication	17
Bachelor of Mass Communication (Hons)	18 - 19
3+0 BA (Hons) Mass Communication	20 - 21
4+0 Bachelor of Arts in Communication	22
American Degree Transfer Program (AUP)	23

INTI MASS COMM PATHWAY



* Subject to entry requirements and credit transfer mapping.

ENTRY REQUIREMENTS

<u>Diploma in Mass Communication</u>	<u>3+0 BA (Hons) Mass Communication, in collaboration with University of Hertfordshire, UK</u>	<u>English Language Requirements Required by Partner University / School</u>	<u>Bachelor of Mass Communication (Hons) Dual Award with University of Hertfordshire, UK</u>	<u>4+0 Bachelor of Arts in Communication in collaboration with Southern New Hampshire University, US</u>	<u>English Language Proficiency</u>
<p>SPM / SPMV / O-Level: 3 credits including English</p> <p>UEC: 3Bs including English</p> <p>STPM: Pass STPM or its equivalent with minimum Grade C (GP 2.00) in any subject and credit in English at SPM level or its equivalent</p> <p>STAM: Pass STAM with minimum grade Maqbul and credit in English at SPM level or its equivalent</p> <p>Certificate: Pass Certificate in related field with minimum CGPA 2.00 and credit in English at SPM level or its equivalent</p> <p>Certificate in Media and Communication: Pass Certificate (Level 3 MQF) in Media and Communication field or equivalent</p> <p>Certificate Level with minimum CGPA 2.00 and credit in English at SPM level or its equivalent.</p> <p>(Note: Credit in English at SPM or equivalent level can be exempted if the entry qualification have an English subject and the achievement is equivalent or higher than Credit in SPM.)</p> <p>SKM: Level 3 and pass SPM with a credit in English</p> <p>Other: Equivalent qualifications recognised by the Malaysian Government</p>	<p>Diploma: In relevant fields with minimum CGPA of 2.0</p> <p>STPM: A minimum of two passes at minimum Grade C+ (GP 2.33)</p> <p>A-Level: A minimum of 2 full passes totalling 80 UCAS points</p> <p>Foundation: Successful completion of a relevant Foundation / Pre-U programme with CGPA 2.00</p> <p>UEC: 5Bs including a credit in English</p> <p>SAM: Pass 5 subjects with ATAR 65%, a pass in English and no subject below 10/20</p> <p>NSW HSC: Minimum 10 units with ATAR 65%, a pass in English and no subject below 50%</p> <p>International Baccalaureate (IB): Minimum 24 points with at least 4 points for SL English</p> <p>CPU: Minimum 6 Year 12 passes with an average of 65% and pass in English at Grade 12</p> <p>Equivalent qualifications to be assessed by the Head of Programme in liaison with the Collaborative Partnership Leader from the School of Humanities</p>	<p>IELTS: Score of 6.5 (with no less than 5.5 in any band)</p> <p>TOEFL: 79 with band scores of reading 18, writing 17, listening 17, speaking 20</p> <p>Cambridge English First (also known as First Certificate in English): 176 overall with a minimum of 162 in each component</p> <p>PTE: 63 with no less than 42 in any band</p> <p>MUET: 4.0</p> <p>SPM: Grade C</p> <p>An equivalent qualification in English Language</p>	<p>Foundation: Completion of Foundation Programme, credit in English at SPM level</p> <p>UEC: 5Bs including English</p> <p>STPM: Grade C in 2 subjects or CGPA 2.00, credit in English at SPM level</p> <p>A-Level: 2 Grade Ds in 2 subjects or CGPA 2.00, credit in English at SPM level</p> <p>SACE: 5 subjects with ATAR 55</p> <p>NSW (HSC): 10 units with ATAR 55</p> <p>Australian Year 12: 4 or 5 passes with ATAR of 55</p> <p>Australian Degree Transfer Programme (ADTP): Completion of ADTP</p> <p>Matriculation/Pre-University: Completion of Matriculation/ Pre-University programme with minimum CGPA of 2.0, credit in English at SPM level</p> <p>Diploma: Completion of Diploma in relevant fields with minimum CGPA of 2.0, credit in English at SPM level</p> <p>Others: Equivalent qualifications as recognised by the Malaysian Government</p>	<p>SPM/O-Level: 5 credits includes a credit in English</p> <p>STPM/A-Level: 2 passes and a credit in English</p> <p>Foundation: Completed recognised Foundation Programme</p> <p>UEC: 5Bs</p> <p>SAM: 5 subjects with ATAR 55 (equivalent to TER 55), no subject below 10/20</p> <p>HSC: Minimum 10 units with ATAR 55, no subjects below 50</p> <p>Tertiary Education Examination (TEE): 5 subjects with a minimum aggregate of 279</p> <p>Canadian Pre-University: Pass 6 subjects with average 55</p> <p>Australian Year 12: Average 55</p> <p>NSW HSC: Pass in 5 subjects</p> <p>Monash University Foundation Year (MUFY): Minimum 60% in 4 subjects</p> <p>International Baccalaureate (IB) Diploma: Pass IB Diploma</p> <p>Matriculation: Pass Government Matriculation</p> <p>Diploma: Minimum CGPA 2.50 (if SPM 3 credits) or CGPA 2.0 (if SPM 5 credits)</p>	<p>SPM/UEC: Grade A - C</p> <p>O-Level / 1119: Grade 1 – 6</p> <p>TOEFL: 520 (paper) / 190 (computer) / 68 (internet)</p> <p>IELTS: Band 5.5</p> <p>Foundation in Arts</p> <p>SPM/O-Level/Equivalent: 5 credits</p> <p>UEC/Equivalent: 3Bs including minimum grade of B6 in English</p>

Students with higher qualifications (e.g. STPM, A-Level, Foundation, Diploma) may be granted credit transfer and advanced standing. All exemptions will be reviewed and subjected to the approval from INTI International University & Colleges and its partner universities.

For international student :
If the student does not have the required English proficiency, the student must sit for the English Placement Test (EPT) at INTI. If the student does not pass the EPT, he/ she will be required to take a full semester of Intensive English at INTI International University & Colleges before being admitted into the full degree programme.

FOUNDATION IN ARTS

This programme is specially designed to prepare students for the field of communication. It also has few subjects that allows students to venture into Business, Psychology and Sociology. There are four major communication subjects to enhance understanding in the field of communication. As these subjects are also substantial in the business degree programme, students have the option to choose electives or pathway of Business or Psychology. Students are also given an insight into creative and critical side of writing to prepare them for an ultimate unique career.

Learning approach

We employ various active learning methodologies, including Problem-based Learnings. Group discussions and projects are also incorporated to help students develop academically in areas such as study skills, presentation skills, research skills and time management skills, which are crucial for academic success. These will further enhance students critical and analytical skills, preparing them for tertiary studies and the demanding workplace.

Assessment

Assessment of individual courses in the Foundation programme consists of two components:

- Continuous coursework (50%)
- Final examination (50%)

The continuous coursework component comprises different assessment tasks such as group projects, assignments, laboratory work, presentations, tests and others throughout each semester. The final examination is conducted at the end of each semester. Assessments are subject to quality assurance procedures to maintain high standards and ensure fair assessment.

Offered at

INTI International University
(R2/010/3/0092)(04/23)(A8768)

INTAKES: JAN, MAY & AUG

INTI International College Subang
(N/010/3/0341)(04/22)(MQA/FA 5600)

INTAKES: JAN, APR & AUG

Duration

1 Year

Programme structure

Level 1

- Basic Computing
- English Language Skills 1
- English Language Skills 2
- Fundamental of Business Management
- General Studies
- Introduction to Business Studies
- Human Communication
- Introduction to Intercultural Communication
- Introduction to Mass Media
- Self-Development Skills
- Skills for Creative Thinking

Electives**

(Choose ONE combination)

- Basic Sociology*
- Digital Communication
- Fundamentals of Psychology*
- Macroeconomics
- Microeconomics
- Visual Communication

Combination 1

- Digital Communication
- Visual Communication

Combination 2

- Microeconomics
- Microeconomics

Combination 3

- Basic Sociology *
- Fundamentals of Psychology*

DIPLOMA IN MASS COMMUNICATION

This is a broad-based diploma course that covers Public Relations, Advertising, TV Production, Journalism, Graphic Communication and Marketing. It offers students a wide area to explore and discover where lies their true passion. With hands-on assignment backed by theory, students find it easier to choose a major for their degree or decide on a career. Students have the opportunity to gain experience through structured internships in this programme. We also bring the industries into the classroom, allowing students to understand and interact closely with the industries they will be part of in the future. By implementing Employer Lecturer and Employer Project initiatives, we reduce the gap between the industries and students.

Highlights

- Covers all areas of Mass Communication
- Hands-on experience backed up by theory
- Structured internship at diploma level
- Real-world exposure through participation in global events and projects
- Support from seniors
- Industry exposure in the classroom

Career opportunities

Public Relations Practitioner / Executive, Corporate Communications Executive, Account Management, Planner, Copywriter, Project Management, Customer Relationship Management (CRM), Branding Executive, Assistant Producer, Script Writer, Media Analyst, Media Planner, Media Buyer, Journalist, Junior Writer, Feature Writer, Sub Editor

Offered at

INTI International University
(R/321/4/0189)(09/27)(MQA/FA5689)

INTAKES: JAN, MAY & AUG

INTI International College Subang
(R2/321/4/0175)(11/25)(A6491)

INTI International College Penang
(R/321/4/0082)(10/23)(MQA/FA3583)

INTAKES: JAN, APR & AUG

Duration

2 Years

Programme structure

Core Modules

- Advertising Strategies & Planning
- English for Academic Purposes
- Fundamentals of Marketing
- Graphic Communication
- Human Communication
- Integrated Marketing Communications
- Introduction to Communication Research
- Introduction to Journalism
- Introduction to Video / TV Production
- Mass Communication & Related Theories
- Media Law & Ethics
- Media Issues & Content
- News Writing
- Principles of Advertising
- Principles of Public Relations
- Public Relations Strategies
- Public Speaking
- Radio & Podcast Production
- Screen Production Techniques
- Screen Writing
- Digital Media Communication
- Internship

Electives**

(Choose one)
• Introduction to Business
• Photography
• Film Criticism

MPU Subjects

- Bahasa Kebangsaan A*
- Co-curriculum
- Green Future Malaysia
- Media Literacy For Personal Branding
- Malaysian Studies 2 (Local students) / Communicating in Malay 1B (International students)

* Only available in Nilai Campus.

** For offering of electives, please consult the Head of Programme.

* For Malaysian students who do not have a credit in SPM BM.

** For offering of electives, please consult the Head of Programme.

BACHELOR OF MASS COMMUNICATION (HONS)

In collaboration with

University of Hertfordshire **UH**

Students are taught to understand the characteristics and intricacies of the media's role in society, in order to convey messages effectively using critical thinking skills. They will master the art of developing key messages and writing news releases in a dynamic manner. Potential journalists will learn the impact of different news and their consequences on society. Taking up this degree can help students develop persuasive and creative skills as well as strengthen their competence in critical and analytical thinking, while upholding professional standards.

Highlights

- Students who have successfully completed will receive a dual award: A degree from INTI International University and a BA (Hons) Mass Media and Communication awarded by University of Hertfordshire, UK.
- Basic management, marketing and/or computing knowledge and skills: through Business, Management and Computing and IT courses
- Four choices of specialties: Broadcasting, Public Relations, Journalism, or Advertising
- Exposure to different campaigns to build management skills
- State-of-the-art Media Centre for practices
- Internship opportunities with organisations such as



Offered at

INTI International University
(R2/321/6/0039)(06/22)(A7709)

INTAKES: JAN, MAY & AUG

Duration

3 Years

Career opportunities

Advertising

- Account Planner
- Account Planning Supervisor
- Advertising Account Executive
- Advertising Account Manager
- Blogger
- Copywriter
- Editor

Journalism

- New Media Strategist
- Newscaster
- Online Journalist
- Print Journalist
- Reporter
- Sports Information Director

Public Relations

- Broadcast Journalist
- Campaign Manager
- Event Manager
- Media Planner
- News Writer
- Public Relations Executive
- Publicity Manager

Broadcasting

- Radio Commercial Producer
- Radio DJ
- Special Events Coordinator
- TV Anchor
- TV or Radio Editor
- TV or Radio Producer

Programme structure

Year 1

- Academic Writing
- Communication Technology
- Communication Theory
- General Elective Course
- Introduction to Mass Communication
- Introduction to Sociology
- Mass Media & Society
- Media Ethics
- Social Psychology
- Communicative Foreign Language

Year 2

- Communication Law
- Communication Research Methods
- Cross-Cultural Communication
- General Elective Course
- Introduction to Advertising
- Introduction to Broadcasting
- Introduction to Journalism
- Organisational Communication
- Principles of Public Relations

Year 3

- Final Year Project
- General Elective Course
- Internship
- Issues in Mass Communication
- Media Management
- Professional Development

Specialisation

(Choose one)

Advertising

- Advertising Copywriting
- Creative Strategy Campaigns
- Integrated Marketing Communication

Journalism

- Feature Writing
- News Reporting
- Publication Design & Production

Public Relations

- Public Opinion
- Public Relations & Corporate Identity
- Public Relations Writing

Broadcasting

- Broadcasting Production
- Digital Video & Sound Technology
- TV Production Project

General elective** courses

(Choose three)

- Consumer Behaviour
- E-Commerce Theory and Applications
- Desktop Publishing & Computer Graphics Editing
- Foundations of Business
- Foundations of Marketing
- Marketing Planning
- Organisational Behaviour
- Principles of Information Technology
- Web Design & Development with Multimedia

Communicative foreign languages

(Choose one)

- French
- German
- Japanese
- Mandarin

MPU subjects

- Bahasa Kebangsaan A*
- Community Service
- Design Thinking
- Corporate Social Responsibility
- Ethnic Relations (Local students) / Communicating in Malay 2 (International students)
- Islamic & Asian Civilisation (Local students) / Malaysian Studies 3 (International students)

* For Malaysian students who do not have a credit in SPM BM.

** For offering of electives, please consult the Head of Programme.

3+0 BA (HONS) MASS COMMUNICATION

In collaboration with



The University of Hertfordshire bachelor's degree in Mass Communication offers students an opportunity to explore possibilities in Film, Journalism and more. Students will be able to critically examine films, learn to write like a journalist, study popular media and use software packages to design layouts for magazines and websites and be prepared to make full use of new media tools.

Highlights

- Mirrors the entrepreneurial focus of the University of Hertfordshire where students are granted access to online resource learning directly from the University
- **Dedicated industry project & coursework based modules** – 93% of the module focuses on industry-relevant competencies and students are also given an opportunity to work on an Employer Project.
- **Industry lecturers** – Top industry experts are brought into classrooms as guest lecturers
- **Industry workshops** – Workshops conducted by industry experts, with the aim of providing graduates with skill-sets that employers value
- **Soft skills workshops** – Industry experts conduct workshops on articulation, presentation skills and self-confidence.
- **Resume writing clinics and workshops** – Guidance in creating the right resume

Career opportunities

Graduates are equipped for a variety of careers such as Journalism, Marketing Communications Specialist, Film Critic, Entertainment Journalist, Social Media Executive / Manager or any other media-related position

Core Discipline Available

- New Media Publishing
- Journalism
- Film
- Media Cultures

Offered at

INTI International College Subang
(R/321/6/0074)(07/25)(MQA/FA3014)

INTAKES: JAN, APR & AUG

Duration

3 Years + 12 Weeks Internship

Programme structure

Year 1

- English for Mass Communication 1
- English for Mass Communication 2
- Visual Communication
- Introduction to Film Criticism
- Introduction to Film Theory
- Introduction to Journalism
- Introduction to Media Communications
- Journalism, Law and Ethics
- Global Media and Society
- Interactive Media

Year 2

- Film Production
- Journalism Skills: Features
- Journalism Skills: News
- Magazine Design
- Media in an International Context
- Research Methods in Media and Communications
- Video Feature
- Elective 1**

Electives 1** (choose one)

- Radio Journalism
- European Film and Television Style
- Social Media

Year 3

- Campaigns & Careers
- Digital Media
- E-Portfolio and Employer Relations
- Journalism Government and the People
- Media Project
- Online Journalism
- Elective 2**
- Elective 3**
- Internship

Electives 2** (choose one)

- Corporate Communications
- Film in the Global Age

Electives 3** (choose one)

- Television Drama
- Advertising

MPU Subjects

- Bahasa Kebangsaan A*
- Community Service
- Corporate Social Responsibility
- Design Thinking
- Ethnic Relations (Local students) / Communicating in Malay 2 (International students)
- Islamic & Asian Civilization (Local students) / Malaysian Studies 3 (International students)

Offered at

INTI International College Penang
(R/321/6/0105)(12/23)(MQA/FA4077)

INTAKES: JAN, APR & AUG

Duration

3 Years + 12 Weeks Internship

Programme structure

Year 1

- English for Mass Communication 1
- English for Mass Communication 2
- Visual Communication
- Introduction to Film Criticism
- Introduction to Film Theory
- Introduction to Journalism
- Introduction to Media Communications
- Journalism, Law and Ethics
- Global Media and Society
- Interactive Media

Year 2

- Film Production
- Journalism Skills: Features
- Journalism Skills: News
- Magazine Design
- Media in an International Context
- Research Methods in Media and Communication
- Video Feature
- Elective 1**

Elective** (choose one)

- Radio Journalism
- Social Media
- European Film and Television Style

Year 3

- Advertising
- Campaigns & Careers
- Corporate Communication
- Digital Media
- Internship
- Journalism Government and the People
- Online Journalism
- Media Project

MPU Subjects

- Bahasa Kebangsaan A*
- Design Thinking
- Community Service
- Corporate Social Responsibility
- Ethnic Relations (Local students) / Communicating in Malay 2 (International students)
- Islamic & Asian Civilization (Local students) / Malaysian Studies 3 (International students)

* For Malaysian students who do not have a credit in SPM BM.

** For offering of electives, please consult the Head of Programme.

4+0 BACHELOR OF ARTS IN COMMUNICATION

In collaboration with



Communicating effectively with co-workers, clients and the public requires expertise in oral, written and visual communication. The curriculum at Southern New Hampshire University helps you develop and deliver key messages to diverse audiences. You will learn communication theory and industry concepts, and build public speaking, presentation and interviewing skills. You will also gain knowledge with courses in business communication, graphic design and public relations through courses and minors in advertising, film, journalism, information technology or marketing. You will also be exposed to key foundation knowledge in all fields of Communication, thereby enabling you to select the specific area in Communication in your career or graduate studies. Minors in Psychology or Business are available to enhance your understanding in any of these fields.

Career Opportunities

Journalist, Editor, Media Planner/ Consultant, Editor, Brand Manager, Corporate Communications Specialist, Public Relations Director, Educator, Foreign Correspondent Specialist, Training and Development Director, Medial Relations Specialist, Publications Editor, and more.

Offered at

INTI International College Subang
(N/321/6/0203)(06/21)(MQA/PA8163)

INTAKES: JAN, MAY & AUG

Duration

4 Years

Sample of Study Plan

General Education Core

- Applied Finite Mathematics
- College Composition I
- Environmental Issues
- Introduction to Ethics
- Introduction to Information Technology
- Introduction to Marketing
- Introduction to Psychology
- Introduction to Sociology
- Microeconomics
- Music and Meaning
- Professional Communication and Career Planning
- Sophomore Seminar
- Twentieth Century American Literature and Beyond
- Western Civilization Since 1500

Communication Core

- Advanced Public Speaking
- American Politics
- Business Communication
- Digital Toolbox
- Digital Video Production: Level I
- Exploring World Cultures/Mass Media
- Applied Strategic Communication
- Introduction to Journalism
- Media Literacy and Visual Literacy
- Organizational Communications
- Public Relations
- Public Speaking
- Social Media
- Social Psychology
- Communication Internship
- Plus 9 electives

Choose your electives** from the list below

- Abnormal Psychology
- Consumer Behavior
- Dictators in the Modern Era
- Global Financial System
- Lifespan Development
- Marketing Research
- Shakespeare
- Social Media & Marketing Communications
- Young America
- and more...

MPU Subjects

- Bahasa Kebangsaan A*
- Ethnic Relations (Local Students) / Communicating in Malay 3 (International Students)
- Islamic & Asian Civilization (Local Students) / Malaysian Studies 3 (International Students)
- Community Service and Co-curriculum

AMERICAN DEGREE TRANSFER PROGRAM (AUP)

Offered at

INTI International College Subang
(R2/210/6/0014)(09/24)(A5760)
INTI International College Penang
(R3/210/6/0018)(01/2026)(A7300)

INTAKES: JAN, MAY & AUG

Duration

2 Years

Sample of Study Plan

Popular majors

- Advertising
- Electronic Media
- Journalism / New Media
- Public Relations

Popular universities for Mass Communication

- US universities
- Michigan State University
 - Ohio State University
 - Oklahoma State University
 - St. Cloud State University
 - University of Hawaii, Manoa
 - University of Kansas, Lawrence
 - University of Missouri, Columbia
 - University of Missouri, Kansas City
 - University of Nebraska, Lincoln
 - University of Washington
 - University of Wisconsin, Madison
 - Wichita State University
 - Winona State University

* For Malaysian students who do not have credit in SPM BM

** Please consult the Head of Programme for the availability of electives. Students can earn a minor in Communications, Psychology or other business concentrations by utilising five electives in their study plan

HEAR WHAT OUR ALUMNI SAY



“I am grateful for INTI’s alumni-faculty relationships. My lecturers were always helpful and never let go of me as an alumnus even though I have left the university for some years now. As alumni, we could get any resources that we want if we requested it. INTI has never let me down! ”

EDISON LIM HUANG XIAN
Founder and CEO, TAG La Technology
Bachelor of Mass Communication (Hons), INTI International University

“During my studies at INTI, I was not only participated in networking events but also took part in numerous competitions such as the Maybank Go Ahead Challenge where I was emerged as one of the National Finalists in 2019. I was also named the EPIC Entrepreneur Champion and a Malaysian Representative for the ASEAN Multi-Media Team. These experiences certainly built my credibility in obtaining opportunities from other business owners.”

KENNY LAM HUA JIAN
Founder and CEO, Polar Stomp
Bachelor of Mass Communication (Hons) in collaboration with University of Hertfordshire, UK



“INTI’s comfortable surroundings, affordable fees and diverse course modules were factors that led me to study there. Content management is vital in my current job and what learned at INTI has enabled me to effectively present subject matters in an interesting, clear, concise and logical manner. Looking back, INTI was practically my ‘home’ in education.”

KELLY ANISSA SUNNY AFFANAY
Producer, Radio Station BFM 89.9
Bachelor of Mass Communication

“I chose INTI’s Mass Communication course for practical reasons – to gain knowledge and for the benefits I could gain from the practical assignments. From the practical assignments, I learnt to interact with people from all walks of life. I started to do some freelance work in video production and editing, and later managed to build my own clientele, which eventually led me to own a video production agency upon graduation.”

JUSTIN WONG ZHE XUAN
Senior Videographer and Editor, The Beat Creatives
Diploma in Mass Communication



“I pursued my MBA at INTI because of its affordability and quality. Also, I wanted to be a people-oriented, decisive and flexible leader. Although it was tough balancing my studies and my work, earning the MBA has been well-worth the effort. The course has equipped me with management skills to confidently tackle all my current work assignments. I have experienced an overall improvement in my productivity and efficiency at work.”

TEOH SIN YEE
Regional Creative Producer, Grab Taxi Malaysia
Diploma in Mass Communication
Master of Business Administration



EMPLOYER TESTIMONIALS

AMVPLUS ADVISORY

(www.amvplus.com)

“For many years now, I have been working with different batches of INTI students on projects and the output has been simply phenomenal. The INTI students have shown a keen desire and positive attitude to learn and produce outstanding national and regional projects for the companies I have worked for. To my delight, my colleagues and clients regionally and globally have responded positively to the students' work.

At the same time, the graduate talent development initiatives with INTI are certainly making a very positive impact on the quality of graduates with the desired industry-ready skills in today's global world. With certainty, I highly commend INTI for this programme and effort, and I know that this programme will only move to greater heights, benefiting the companies who invest the time as well as the new graduates, the leaders of tomorrow.”

Andreas Vogiatzakis (Executive Director)

SAMSUNG MALAYSIA

“INTI's structured and committed engagement with the industry has closed the gap between the classroom and the realities of the workplace. This is critical to the development of INTI's graduates as the curricula is now more practical rather than academic. This makes a difference when employers like Samsung selects who their future talents should be. We no longer look at academic excellence alone, we look at how knowledge can be practically deployed. And in this regard, INTI has done a remarkable job preparing its students to succeed through close collaboration with the industry, tweaking both delivery and content which make sense to employers.”

Chen Fong Tuan (HR & General Affairs Director)

KPMG

“We have partnered with INTI for over four years and throughout this time, INTI has demonstrated dedication and conscientiousness in supporting our various initiatives. We are glad that we are able to provide an avenue to expose INTI students to real-life working environment and help them develop critical thinking skills, presentation skills as well as adaptability to different situations, all of which will be helpful when they start working.”

Siew Monsy (Executive Director of People, Performance and Culture)

EMPLOYER PROJECTS

INTI has established close ties with leading companies in the industry to develop employer projects to enable students to gain real, hands-on work experience while studying. Through these projects, students are presented with immediate challenges faced by businesses, and are required to work together in teams to develop and present their proposals. Projects are based on real-life business issues that will help students to develop their knowledge and apply their soft skills in actual business scenarios.

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Some employer projects undertaken by our students:

- **AIA INNOVATIVE DESIGN CHALLENGE COMPETITION**

AIA
Students were tasked to produce a video on MyPage User Instruction which teaches AIA users to register and use its main functions. Students had the opportunity to work with AIA's professional team to produce high-quality ideas and standards.

- **8-WEEK CONTENT PLAN WITH ASTRO HITZ**

Astro
Students were required to brainstorm and create an 8-week radio content planning that included the use of Social Media. The students worked in groups and presented their ideas to Astro for their feedback.

- **SAVE THE DRIP**

Air Selangor
Students who were part of a third project with Air Selangor, were given a problem statement to overcome the increased water consumption in SS15, Subang Jaya.

- **INTERNAL AND EXTERNAL COMMUNICATION STRATEGIES: ENGAGING EXISTING EMPLOYEES AND LOCAL HIRES**

Flex
Students were required to analyse public perception towards Flex and to develop a new communication strategy that would allow the employer to engage with existing and new hires. They also had to conduct a survey as well as propose the necessary recommendations to ensure employee engagement and overall communication goals were met.

- **CREATIVE STRATEGY CAMPAIGN**

Digi
Students were tasked to design a creative campaign to promote the Capture App, the MyDigi App as well as Digi's Direct Billing to other campus students.



INTI NETWORK

INTI INTERNATIONAL UNIVERSITY DU022(N)

06-798 2000 |

Persiaran Perdana BBN, 71800 Putra Nilai

INTI INTERNATIONAL COLLEGE SUBANG DK249-01(B)

03-5623 2800 |

No. 3, Jalan SS15/8, 47500 Subang Jaya

INTI INTERNATIONAL COLLEGE KUALA LUMPUR DK075(B)

03-2052 2888 |

Menara KH, Jalan Sultan Ismail, 50250 Kuala Lumpur

INTI INTERNATIONAL COLLEGE PENANG DK249-02(P)

04-631 0138 |

No. 1-Z, Lebuh Bukit Jambul, 11900 Penang

INTI COLLEGE NILAI DK249(N)

06-798 2133 |

Persiaran Perdana BBN, 71800 Putra Nilai

INTI COLLEGE SABAH DK249-03(S)

088-765 701 |

Lot 17-20, Phase 1B & Phase 3, Off Jalan Kompleks JKR,
Taman Putatan Baru, Putatan Point, 88200 Putatan, Kota Kinabalu

INTI EDUCATION COUNSELLING CENTRES (266729-P)

IPOH 05-241 1933 |

No. 258, Jalan Sultan Iskandar, 30000 Ipoh

JOHOR BAHRU 07-364 7537 |

No. 25, 25-01, Jalan Austin Heights 8/1, Taman Austin Heights, 81100 Johor Bahru

KUANTAN 09-560 4657 |

B16, Jalan Seri Kuantan 81, Kuantan Star City II, 25300 Kuantan

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