

PROGRAMME DESCRIPTION

The programme presents to the students an interdisciplinary basis on the theory and skills essential to develop into media practitioners and more informed media consumers. The student through this course will gain real world experience in the mass media professions. The graduates will achieve a variety of careers openings related to media eld, including advertising, corporate communication, public relations, journalism, and broadcasting. As a result students interested in graduate studies in this eld can also opt for advanced studies in various elds across the country. This course will train the students to survive in the rapidly expanding world of media and corporate communication by teaching technological skills and knowledge for work in corporate media and communication elds, in addition to the understanding of matters related to media, communication and information.

PROGRAMME AIM

The program aims to create graduates with the essential and advanced knowledge in communication. The course prepares the students in mass communication with integrity, originality, perceptive attitudes and other essential related skills. The students are taught to reect and analyze issues significantly, and gain a comprehensive understanding in their eld, focusing on ideas, theories and professional practices. The objective is to apply the knowledge to help the society to develop in a positive way.

PROGRAMME DURATION

Minimum Duration : 38 Months

Maximum Duration : 68 Months

INTAKE AND ENTRY REQUIREMENTS

January, July, October

- ▶ Pass in Sijil Tinggi Persekolahan Malaysia (STPM) or equivalent with at least Grade C (NGMP 2.00) in any two (2) subjects and credit in English at Sijil Pelajaran Malaysia (SPM) level or equivalent; or
- ▶ Pass in Sijil Tinggi Agama Malaysia (STAM) with at least Jayyid grade and credit in English at SPM level or its equivalent; or
- ▶ Pass in Diploma (Level 4, MQF) or its equivalent; or
- ▶ Pass in Matriculation/ Foundation or equivalent with at least CGPA 2.00 and credit in English at SPM level or equivalent; or
- ▶ Other qualifications recognized as equivalent by the Government of Malaysia.

Entry Requirements :

For international students, a test of English as a Foreign Language (TOEFL) with a score of 500 OR the International English Language Testing System (IELTS) with a score of 5.0 OR its equivalent is required. If the student does not meet these requirements. PPT must offer English language proficiency tests to ensure that students' proficiency is sufficient to meet program requirements. This is usually done in the evaluation process.

LIST OF COURSE/MODULE OFFERED IN THE PROGRAMME

Sl No	Subject Code	Subject name	Credit
1	BMC 1113	Principles of	3
2	BMC 1123	Public Speaking	3
3	BMC 1133	Development of Mass Communication Industry	3
4	BMC 1143	Critical Reading and Academic	3
5	MPU 3193	Philosophy and Current Issues International	3
6	MPU 3143	Malay Language Communication 2 Local Student	3
7	MPU 3183	Appreciation of Ethics and Civilizations International Students	3
8	BMC 1213	Development Communications	3
9	BMC 1223	Mass Communication: Concepts and Theories	3
10	BMC 1233	Print Media I	3

Call us :

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+603 78063478 (International)

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Sl No	Subject Code	Subject name	Credit	Sl No	Subject Code	Subject name	Credit
11	BMC 1243	Principles of Design	3	27	BMC 2233	Media, Culture and Society	3
12	MPU 3232/ MPU 3212	Leadership Skills/New Subject: Human Relation and Leadership Theory	2	28	BMC 2243	Integrated Marketing Communication	3
13	ENG 613	English	3	29	BMC 2253	Event Management: Principles & Methods	3
14	BMC 1313	Photography	3	30	BMC 2313	Interpersonal Communication	3
15	BMC 1323	Print Media II	3	31	BMC 2323	Writing for Media	3
16	BMC 1333	Reporting & Editing	3	32	BMC 2333	Science and Health Communication	3
17	MPU 3342	Malaysian Government and Public Policy	2	33	BMC 2343	Creative Communication	3
18	BMC 2113	Broadcast Journalism	3	*(CHOOSE ANY TWO ELECTIVES)			
19	BMC 2123	Television Production	3	34	BMC 3113	Global Media	3
20	BMC 2133	Basics of Camera, Light & Sound	3	35	BMC 3123	Public Relations	3
21	BMC 2143	Radio Journalism & Program Format	3	36	BMC 3133	Media Management	3
22	BMC 2153	Radio Productions	3	37	BMC 3143	New Media Technologies	3
23	BMC 2163	Advertising: Concepts & Principles	3	38	BMC 3153	South East Asian Politics and Communication	3
24	MPU 3412	Community Service	2	39	BMC 3213	Crisis Communication	3
25	BMC 2213	Advertising in Print, Radio & Television	3	40	BMC 3223	Research Methodologies for Communication Studies	3
26	BMC 2223	Press Laws and Media Ethics	3	41	BMC 3233	Research Project	6
				42	BMC 3318	Industrial Training	8

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