



QUEST
INTERNATIONAL
UNIVERSITY

In proud
partnership with



BACHELOR OF MASS COMMUNICATION (HONS) IN ADVERTISING

JPT/BPP(MQA/PA4516)03/20



Advertisements have become part and parcel of our daily lives. However, putting together an advertisement is not as easy as pointing a video camera and recording. The need for captivating and creative content to deliver the intended message all in a short amount of time has become a necessity for major brands and services. Thus, the demand for creative talents in the advertising industry is constantly increasing.

Our programme aims to address this demand for upcoming stars in the advertising industry by training students to excel in this field. Students pursuing this course will be exposed to theoretical knowledge, practical skills and development of critical and creative practices and strategies in real life applications.

This programme does not stifle students' creativity and boldness. On the contrary, it encourages students to be bold, daring, creative and innovative. To do so, we offer practical training using industry-relevant facilities and up-to-date curriculum content that has been designed to challenge and integrate problem-solving, creativity, analytical and critical thinking skills to deal with challenges and hurdles while working on actual projects.

Career Prospects

Advertising

- Advertising & Promotion Manager
- Brand Manager
- Account Director
- Creative Director
- Copywriter
- Advertising Consultant

Media

- Media Planner
- Media Research Consultant
- Media Relations Specialist
- Traffic Manager
- Media Buyer
- Media Advisor

Multimedia

- Electronic Publication Specialist
- Desktop Publisher
- Content Editor
- Multimedia Specialist
- Internet Publisher
- E-commerce Advertising Specialist

PROGRAMME CONTENT

The following courses are offered in **Bachelor of Mass Communication (Hons) Advertising (JPT/BPP(MQA/PA4516)03/20)** programme:

Matapelajaran Pengajian Umum (MPU) Courses	Local <ul style="list-style-type: none"> • Hubungan Etnik • TITAS • Communication Skill / Bahasa Kebangsaan A • Malaysian Economy • Community Service 	International <ul style="list-style-type: none"> • Bahasa Melayu Komunikasi 2 • Malaysian Studies • Communication Skill • Malaysian Economy • Community Service
University Courses	<ul style="list-style-type: none"> • Professional Communication 1 • Professional Communication 1 • Understanding Human Behaviour / Proficiency in English • Co-curriculum 	
Compulsory Courses	<ul style="list-style-type: none"> • Introduction to Mass Communication • Mass Media in Society • Communication Theory • Principles of Communication • Introduction to Sociology • Social Psychology • Scripting for Media • Intercultural Communication • Development Communication • Media Management • Advertising Principles • Computer Theory and Application • Interpersonal Communication • Event Management • Ethics and Media Law • Marketing Communication • Media Psychology • Photography • Globalisation and Communication • Communication Technology • Digital Media and Graphics • Communication Research • Brand Management • Advertising Copywriting • Research Project • Advertising Through Print, Radio and TV • Interactive Media • Advertising and Marketing • Media Writing • Industrial Training • Publication Design and Production 	

MINIMUM ENTRY REQUIREMENTS

Sijil Tinggi Pelajaran Malaysia (STPM)	Pass STPM or equivalent with a minimum of Grade C (CGPA 2.0) in two (2) subjects AND credit in English at SPM level
General Certificate of Education Advanced ("A") Level	Pass A-Level with a minimum of passes in two (2) subjects
Unified Examination Certificate (UEC) or equivalent	Pass with a minimum grade B in five (5) subjects including English
Diploma	Pass with minimum CGPA 2.00 and credit in English at SPM level or equivalent
Matriculation / Foundation	Pass with minimum CGPA 2.00 and credit in English at SPM level or equivalent
Other Qualifications	Other equivalent qualifications recognised by the Malaysian Government

English Proficiency for International Student: TOEFL - 500 or IELTS - 5.0

Intakes :

3 intakes in a year

Duration

Full-time - 3 years

Part-time - 5 years

Mode of Study : Full-time and Part-time

Assessment:

Student's ability is gauged both through continuous assessment and a final exam. The continuous assessment component comprised of project/assignments/quizzes which account for an allocation of about 60% marks depending on the course. The balance of marks is allocated for the final examination.

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