



**KOMPAS
INTERNATIONAL
COLLEGE**

DIPLOMA IN MASS COMMUNICATION

(N/321/4/0266)(07/28)(MQA/PA14561)

INTAKE

JANUARY | JULY | NOVEMBER

DURATION

**FULL-TIME : 2 YEARS 4 MONTHS (7 SEMESTERS)
PART-TIME : 4 YEARS (12 SEMESTERS)**

The **Diploma in Mass Communication** aims to produce industry-centric graduates who are computer and IT-savvy that excel in the global communications industry.

The **Diploma in Mass Communication** programme:

- provides a broad grounding in subjects ranging from print online and broadcast journalism to advertising, public relations, radio, TV, and social media.
- moulds you into a skilled professional in the fields of advertising, multimedia, public relations, and broadcasting.
- inculcates you with technological know-how and many invaluable skills.
- turns you into industry-centric graduates who are computer and IT-savvy that excel in the global communications industry.
- prepares you for a rewarding career and for further studies in degree programmes locally and overseas.

ENTRY REQUIREMENT

- Possesses **Sijil Pelajaran Malaysia (SPM)** or its equivalent, with a minimum of three credits in any subject, including English; **or**
- A pass in **Sijil Tinggi Persekolahan Malaysia (STPM)** or its equivalent, with a minimum of Grade C (GP 2.00) in any subject and a credit in English at SPM or any equivalent; **or**
- A pass in **Sijil Tinggi Agama Malaysia (STAM)** with a minimum grade of Maqbul and a credit in English at SPM or its equivalent; **or**
- A pass in **Sijil Kemahiran Malaysia (SKM) Level 3** and pass SPM with a credit in English; **or**
- A **Certificate [Level 3, Malaysian Qualifications Framework (MQF)]** or its equivalent and a credit in English at SPM or its equivalent; **or**
- A **Certificate in Media and Communication (Level 3, MQF)** or its equivalent; **or**
- Any other qualifications recognized as equivalent.



PROGRAMME STRUCTURE

MPU Subject	Students are required to take 4 MPU subjects
Compulsory	- English for Academic Purpose 1 - English for Academic Purpose 2 - English for Academic Purpose 3
Year 1	- Introduction to Journalism - Introduction to Video/TV Production - Introduction to Business - Audio Visual Production - Introduction to Web Design - Graphic Communication - Human Communication - Integrated Marketing Communications - Introduction to Communication Research - Mass Communication and Related Theories - Principles of Advertising
Year 2	- Emotional Intelligence at Workplace - Photography - Media Law and Ethics - Media Issues and Content - Principles of Public Relations - Personal Image & Branding Management - Screen Writing - Writing for Mass Media - Event Management - Radio and Podcast - Screen Production Techniques - Advertising Strategies and Planning
Year 3	Industrial Training