

# COMMUNICATION, MEDIA AND CREATIVE INDUSTRIES

**BACHELOR OF COMMUNICATION (HONS)**

• MARKETING COMMUNICATION • MEDIA STUDIES • PUBLIC RELATIONS

**DIPLOMA IN COMMUNICATION**





## OUR MISSION

To help people succeed in life and to live a life of significance through education

## OUR VISION

- To be a university with a strong culture of quality and leadership that focuses on sound academic standards, continuous improvements, and the talent development of students and staff
- To be a university that offers a learning experience that enhances career development, lifetime values and personal fulfilment
- To be a university with a strong research focus in our key areas of excellence
- To be a university that shares our success with the stakeholders and communities we serve

## OUR VALUES

- Pride of Achievement
- Sharing Success
- The Courage to Be
- To be Compassionate
- To be Significant

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# UNLOCKING COMMUNICATION POTENTIAL: A VISIONARY JOURNEY



**SHEENA VAJINDRAN**  
Head, Faculty of Communication,  
Media and Creative Industries

Welcome to a world where communication transcends boundaries and resonates with creativity and purpose.

As the Head of the Communication Department, it is my pleasure to extend a warm greeting to all of you. Our department stands as a beacon of innovation, fostering a dynamic environment where ideas flourish and connections are forged.

In today's interconnected landscape, effective communication lies at the heart of every success story. Our department prides itself on cultivating not just skilled communicators, but visionaries who understand the power of impactful messaging across various mediums.

Within these pages, you'll discover the essence of our department—the vibrant tapestry of courses, the diverse expertise of our faculty, and the myriad opportunities that await our students. From strategic communication to digital media, from public relations to advertising, our programs empower individuals to craft compelling narratives that captivate audiences.

We are not just educators; we are cultivators of talent, empowering students to become industry leaders and change-makers. Our commitment to excellence, coupled with a forward-thinking approach, ensures that our graduates are equipped with the skills and mindset to thrive in an ever-evolving communication landscape.

I invite you to explore the boundless possibilities that our department offers, where theory meets practice, and creativity knows no bounds. Join us on this journey as we continue to shape the future of communication together.

Together, let's embrace the power of effective communication and pave the way for a world where ideas inspire, influence, and ignite change.

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# WHAT IS COMMUNICATION?

Communication can be described as the act of transferring information from one place, person or group to another. This may sound simple, but communication is actually a very complex subject. The transmission of the message from sender to recipient can be affected by a huge range of things. These include our emotions, cultural situation, medium used to communicate, and even our location.

The complexity is why good communication skills are considered desirable by employers around the world: accurate, effective and unambiguous communication is actually extremely hard.

When we communicate we do not use words alone. In fact, words make up only 7% of what people actually hear from our communications. The rest is all about body language, pitch, intonation, confidence, people's perspective when they hear us communicating and the list goes on.

Communication happens on so many levels and through so many other ways too; ways we don't even think about. Through touch, eye contact, facial expression, space proximity, gestures, how we dress, our use of digital media, mobile phones, a wink, a nod an 'alright mate how's it going?'

Some people are brilliant at what they do, knowledgeable in many areas, but if they are unable to communicate their ideas with those who matter, they may be ignored or shunned in their careers. How

many inventions, ideas or theories have we lost to the world because they were not communicated? We will never know. Communication is not just about amazing inventions. Many of us experience the pain and humiliation of being ignored in meetings or gatherings. Or when we feel that we have not expressed ourselves the best way we wanted too. Communication takes practice in whatever form it takes. It's a whole body experience both physically and mentally. The art of communication includes mass communication which can now cross borders instantly all over the world.

HELP's innovative and creative communication programmes prepare students for working across the media industry and beyond. The skills attained on these courses will enhance students' personal and professional growth in an ever expanding industry. In addition, the knowledge and practice gained will provide students with a solid foundation for future studies or for work across all other sectors.

Mass communication allows one to develop persuasive skills and strengthens the capacity for critical and analytical thinking in diverse cultural, social, ethical and legal contexts. Given the wide spectrum of mass communication, some degree of specialism is expected of practitioners once you get to degree level. HELP University enhances your marketability through three majors: Public Relations, Marketing Communication and Media Studies.



Students have hands on experience with all the equipment available in the faculty.

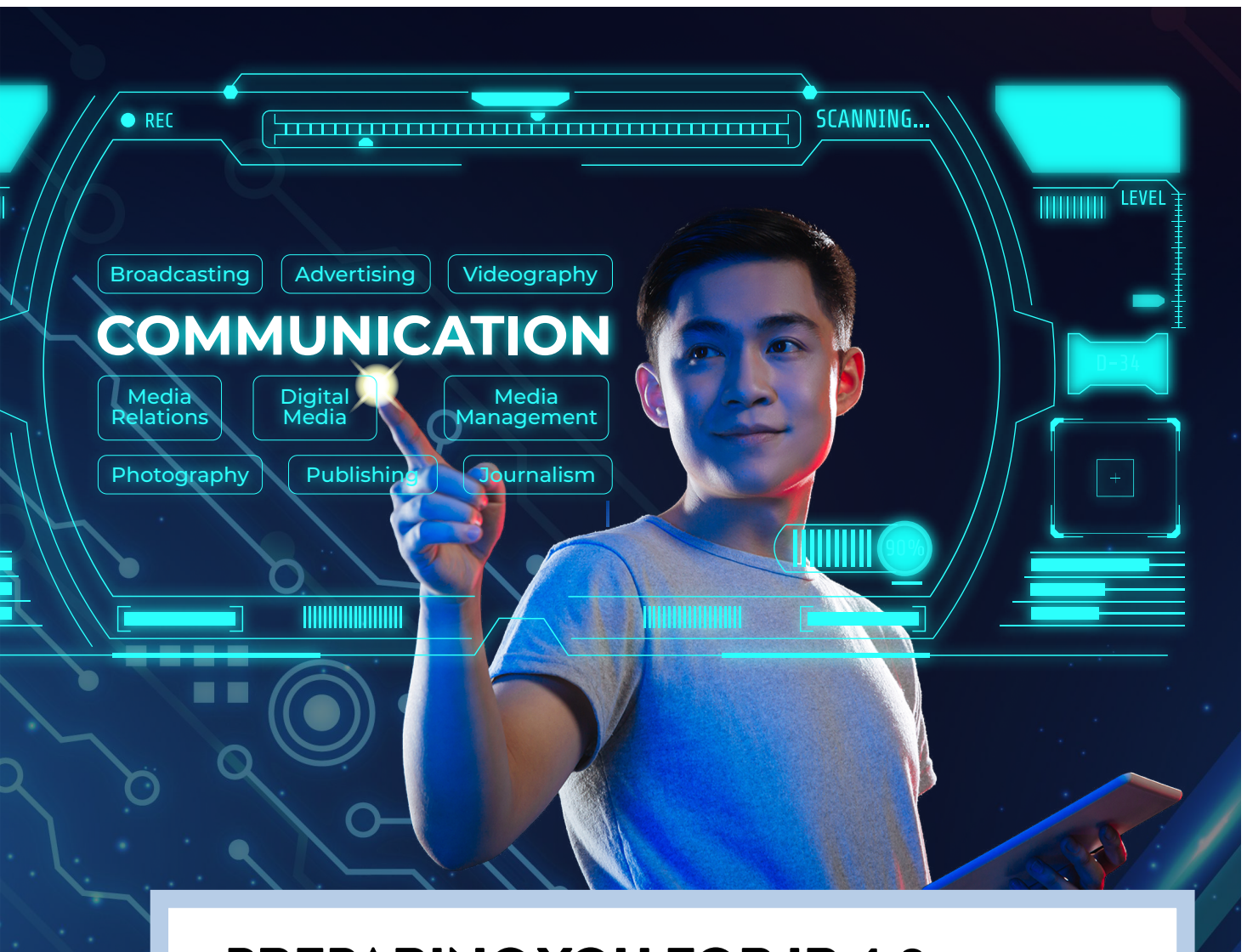
At the diploma level you also have the chance to follow three pathways: 1) Communication Analytics, 2) Filmmaking, Broadcast and Media, 3) Social and Digital Media Marketing.

The path to success is as unique as you are. At HELP University, we offer you a learning experience that enhances your career development, lifetime values and personal fulfilment in a fun, dynamic, innovative and creative way.

## STATEMENT FROM THE INDUSTRY

**“BASED ON MY OBSERVATIONS AND CONVERSATIONS, I CAN CONFIDENTLY SAY THAT HELP UNIVERSITY COMMUNICATION STUDENTS ARE WELL TRAINED FOR THE WORKING WORLD”**

Lee Poh Sim, Ogilvy & Mather Kuala Lumpur, Malaysia



## PREPARING YOU FOR IR 4.0

A communicator is a creator of worlds. At HELP University we are starting a revolution. A revolution in education; innovation in communication. Staying ahead of the game, we continually innovate and pioneer. In our Arts and Communication Faculty we will take you on amazing physical and imaginative journeys that will take you to places and teach you things you never thought possible. We will open up your creative minds so that you are able to reach your maximum potential. You will be amazed by your own capability. You will astound others with your transformations.

The way we see the world is changing. Augmented Reality and Virtual Reality devices are altering the way we see and experience the world. Analytics and Big Data exploration are part of the revolution. Data is all around us. Wearables will become more and more important as the technology progresses. The Faculty of Arts and Communication is currently researching holographic capabilities. The aim, instead of swiping and flicking through visual presentations

or teaching via video link, will be about immersing students through the use of holograms and technology.

The technology will soon be with us where new types of 3D capturing technology will allow high-quality 3D representations of people, or holograms, to be reconstructed, compressed and transmitted anywhere in the world in real time. When combined with mixed reality displays, this technology will allow users to see, hear and interact with remote participants in 3D as if they were actually present in the same physical space. Communicating and interacting with remote users becomes as natural as face-to-face communication.

Our objective is interaction and immersion. Developing, creating a feeling of being there with people in a virtual space, in a real space, in a fun and educational space. Mass media communication can now cross borders instantly all over the world. We at HELP aim to innovate with this technology.

# CAREER PATHWAYS FOR COMMUNICATION GRADUATES

## DIPLOMA IN COMMUNICATION

- Assistant Producer
- Media Buyer
- Assistant Copywriter
- Scriptwriter
- Reporter
- Junior Video Editor
- Accounts Executive in advertising agency
- Communications Officer
- Marketing Officer
- Sales Executive
- Research analyst
- Disc jockey
- TV/radio/event programmer and host
- Entrepreneur
- Performer
- Stage Manager
- Business

## BACHELOR OF COMMUNICATION (HONS) (MARKETING COMMUNICATION)

- Marketing planning
- Advertising
- Public relations
- Event marketing
- Business
- Broadcasting and publishing
- Investor relations
- Sales and promotion
- Database marketing
- Market research
- Non-profit organisations
- Branding and product planning
- Client servicing
- Media planning and buying
- Copywriting
- Documentary filmmaker
- Social Media Influencer
- Performer
- Entrepreneur

## BACHELOR OF COMMUNICATION (HONS) (MEDIA STUDIES)

- Journalism
- Media management
- Press attaché
- Filmmaking
- Publishing
- Broadcasting
- Cinematography
- Public affairs
- Corporate writing
- Speech writing
- Script writing
- Photojournalism
- Public relations
- Corporate communications
- Media Consultant
- News Correspondent
- Editor
- Art Director
- Youtuber

## BACHELOR OF COMMUNICATION (HONS) (PUBLIC RELATIONS)

- Press agencies
- Media relations
- Investor relations
- Crisis management
- Public affairs/government relations
- Staff/employee relations
- Consumer relations
- Industrial relations
- International relations
- Community relations
- Development/fundraising
- Product launching
- Event management
- Public Relations Manager
- Publicist
- Copywriter
- Social Media Manager
- Spokesperson



## CAREERsense @HELP

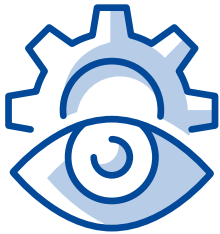
The mission of this one-stop career guidance, testing and career development centre is to equip students and organisations with the relevant knowledge, competencies and skills needed for personal and career success.

Services include:

- Employment and internship support
- Career Guidance Testing and Assessment
- Career Exploration Resource Centre
- Personal Development and Employability Training

# HELPING COMMUNICATION GRADUATES MOVE INTO THE CAREERS OF THEIR CHOICE

Our goal is to assist students academically, holistically, emotionally and practically find a career that fits their passions, talents, interests, knowledge and life goals. This complements HELP University's mission statement: to help people succeed in life and live a life of significance through education.



## STEP 1: SELF DISCOVERY

### GOALS

Discovering who I am and how I relate to others

- My skills
- My personality
- My interests
- My values
- My ambitions
- My needs
- My life goals

### ACTIVITIES

- Creative groupwork
- Meeting career consultants
- Discussions with industry experts



## STEP 2: CAREER EXPLORATION

### GOALS

Discovering career pathways

- Exposure to career options for communication graduates
- Developing an accurate understanding of each career pathway

### ACTIVITIES

- Guest lectures with industry specialists
- Working internships
- Industry visits



## STEP 3: CAREER DECISIONS

### GOALS

Identifying career pathways that match my skills and who I am

- Shortlisting suitable work clusters
- Shortlisting target organisations and positions

### ACTIVITIES

- Groupwork discussion, reflection and sharing sessions on shortlists and organisations



## STEP 4: CAREER PREPARATION

### GOALS

Securing targeted jobs

- Identifying skills and competencies required
- Developing strategies to secure employment

### ACTIVITIES

- Further developing competencies
- Interview techniques
- Workshops on resume and CV
- Job dating events

## INTERNSHIP OPPORTUNITIES INCLUDE:

- ASTRO
- AIRTIME MANAGEMENT
- ABSOLUTE PR
- AIDCOM
- BLOOMBERG
- BLOOMINGDALE ADVERTISING
- BLUINC MEDIA
- BRANDTHINK PR
- BR PROPERTY HOLDINGS
- CARAT MEDIA SERVICES
- COCONUTS
- DIMSUM
- EXXON MOBIL
- EVO PICTURES
- FOODPANDA
- FMT
- FP AVANTE
- GSC
- GO COMMUNICATION
- HIKAYAT MEDIA
- KPMG
- KYANITE.TV
- LEO BURNETT ADVERTISING
- MALAYSIAKINI.COM
- MALAY MAIL
- BERNAMA
- MEDIA ACCESS ADVERTISING
- MEDIA PRIMA BERHAD
- MYC!
- MAXMAN TV
- NEW STRAITS TIMES
- NTV7
- NETFLIX
- OGILVY & MATHER KL
- ORION DIGITAL
- PETRONAS
- PENUMBRA COMMUNICATIONS
- PHENOMENON ENTERTAINMENT
- SHELL
- TV3
- SLEDGEHAMMER COMMUNICATIONS
- SINCHEW
- SONY (MALAYSIA)
- STAR RFM SDN (RED.FM)
- SLPR WORLDWIDE
- SILVER MOUSE
- SKY BLUE MEDIA
- STARCOM MEDIAVEST GROUP
- TGV
- TEXT100 MALAYSIA
- THE STAR MEDIA GROUP
- THE VOCKET
- WILD AGE

## OUR ACHIEVERS AND ALUMNI SAY...

“The greatest realisation that I gained while studying at HELP was I could achieve anything if I managed my time well and committed to it. “Make mistakes and learn from them.” During my time, I enjoyed great moments in student activities organised by the University.”

**Hiew Kar Yee**  
**BComm (Public Relations)**  
**First Class Honours, President’s Award recipient**



“The sky’s the limit, but the ground is my anchor. Writing has always been a passion of mine, to create art with letters and words, oh what bliss! Thankfully, my time at HELP University helped propel me towards achieving that dream but also kept me rooted and humble at the same time. I was fortunate to have spent a month in South Korea for an exchange programme. I was also given much faith and belief to lead the sponsorship team for a charity event. In short, skills and humility are the two great traits I’ve gained here. Traits that would forever shape who I am.”

**Stanleigh Jenkins Pingguan**  
**BComm (Media Studies)**  
**First Class Honours**



“It was a great experience to study in HELP University. The lecturers really go out of their way to help students achieve their dreams. They gave me countless opportunities to grow and to find my potential not only as a student but also as a person. The amount of guidance and effort they put in really shows their dedication and passion for teaching. It was an honour to be able to learn from such amazing people. Not to forget the friends I made in HELP; it was a great 3 years of fun.”

**Lee May Yan**  
**BComm (Marketing Communication)**  
**First Class Honours**

“University life is probably the most life changing experience I ever had, especially with all the experiences and memories at HELP. I learned to be independent and found my true passion in filmmaking; fighting for what I believed in for the benefit of the students and the Faculty of Arts and Communication. From founding the Creative Productions Society to organising the biggest HELP Film Festival in 2014, nothing ever came short during my time at HELP. It gave me opportunities to meet different people and seek knowledge - experiences that can only be gained outside the classroom.”

**Choong Chee Meng**  
**BComm (Media Studies)**  
**Second Class Upper**





“The courses at HELP University opened my eyes to new perspectives that I had never pursued before. I feel very fortunate through my experience at HELP University to have met the most amazing people who have positively impacted my personal and professional development. It has truly been an exciting and intellectually enriching experience throughout my study at HELP”

**Lim Jun Hong**  
**BComm (Marketing Communication)**  
**First Class Honours, President's Award recipient**



“Studying at HELP has given me lots of opportunities to try different things. I've had the most fun organising and participating in events like the HELP Film Festival and Halloween Massacre Night. I prefer practical work so I'm glad that we have a well-equipped film and radio studio. Someday I'll probably look back and think to myself, “This is where it all began.”

**Tiara Jane Anchant**  
**BComm (Media Studies)**  
**First Class Honours**



“HELP's Marketing Communication programme equipped me with the right foundation for my work as a brand catalyst at my advertising agency, because most of the coursework was based on advertising communication. So I knew what to do, and I knew I could fulfil my employer's expectations. Whatever the major, HELP's Communication programme is really geared towards preparing students for the workforce. Most of my friends who have graduated have already started working. That is a living example of how beneficial the programme is.”

**Nur Hidayah binti Zaili Razib**  
**BComm (Marketing Communication)**  
**First Class Honours**  
**HELP University President's Award recipient**



“Upon graduation, I took on an exciting role as a Microsoft Social Media Specialist and later went on to take up other professional positions in distinguished companies such as Sunway Theme Parks, Bursa Malaysia and See Hoy Chan. Since the beginning of my long and rewarding career path, I have gained many valuable experiences and insights from the corporate world. I'm currently pursuing my lifelong passion for teaching and am attached to a prestigious early childhood education Montessori.”

**Shereen Raj Boniface**  
**BComm (Marketing Communication)**  
**Final Year progressed to Northumbria University, UK; awarded First Class Honours**  
**Montessori Educator**



“My main task is finding new local and international brands to be part of the e-commerce retailer, WEDABO. With a small team at hand, I also have to perform a creative role. I'm currently overseeing the operations and commercial aspects of the business. I deal with internal and external stakeholders as well as building relationships with potential customers.”

**Liyana Sobri**  
**BComm (Marketing Communication)**  
**First Class Honours**  
**Merchandiser cum Social Media Strategist at WEDABO**



“Constantly updating myself in all areas of social media and radio broadcasting! I am willing to challenge myself in a fast-paced working environment as well as actual career development”.

**Ming Sheng was Radio Broadcaster & President of the HELP Radio Club.**

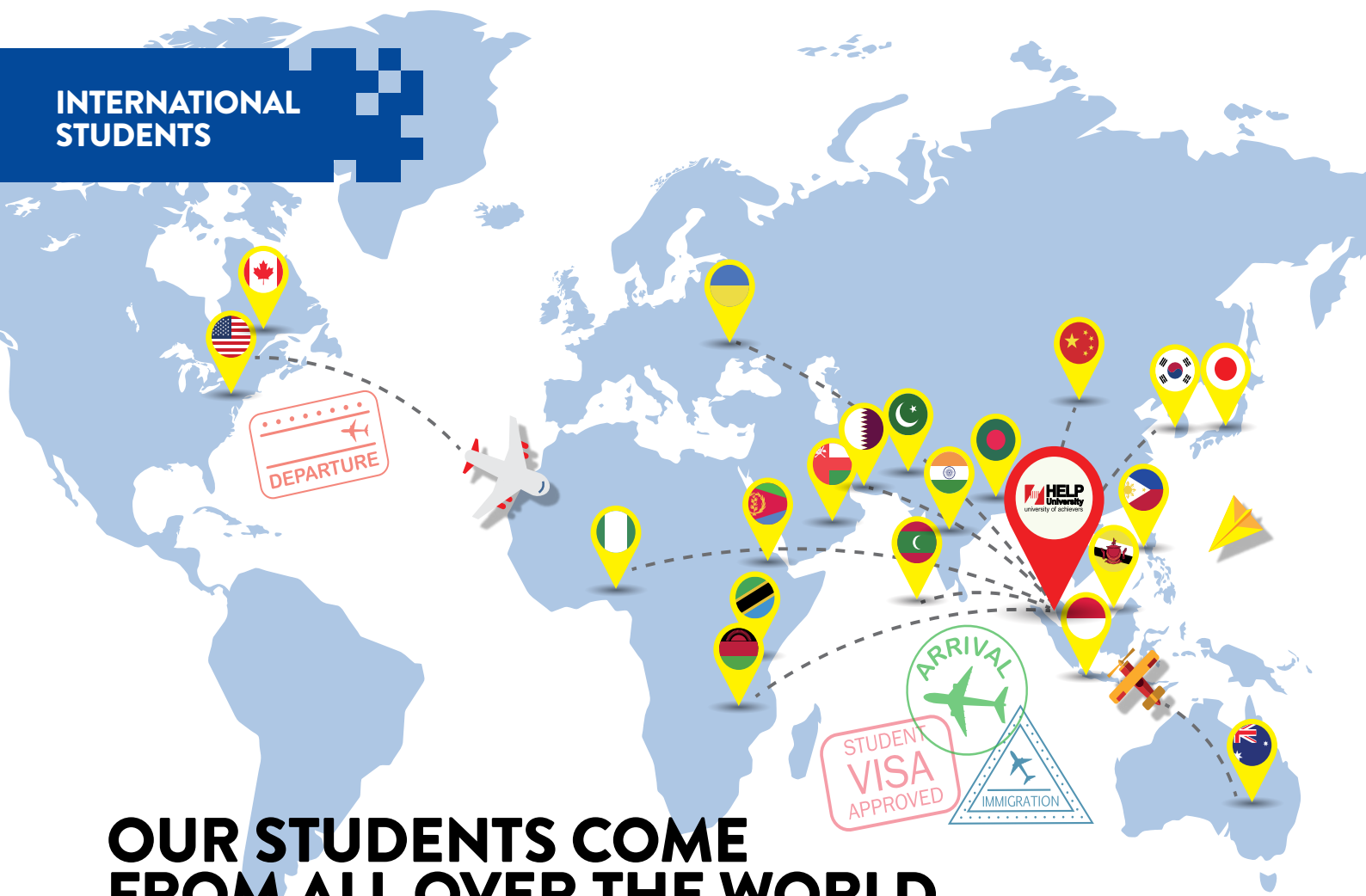
**Eng Ming Sheng**  
**BComm (Media Studies)**  
**Digital Marketing Executive, Institut Maklumat Teknologi Nusantara, Kuching, Sarawak**



“As a Content Specialist at SAYS.com, I constantly remind myself that my everyday goal is to not only write good stories, but stories that people read.”

**Ruxyn Tang**  
**BComm (Media Studies)**  
**First Class Honours**  
**Senior Content Specialist at SAYS.com, KL**

# INTERNATIONAL STUDENTS



## OUR STUDENTS COME FROM ALL OVER THE WORLD



### INDONESIA

**Vicky Febrinata Ramadhan**  
Bachelor of Communication  
(Media Studies) (Hons)



### VIETNAM

**Tran Thanh Tra**  
Bachelor of Communication  
(Media Studies) (Hons)



### INDIA

**Aamir Javed Khan Dalwai**  
Bachelor of Communication  
(Media Studies) (Hons)



### SRI LANKA

**Dona Yasonil Piyatissa**  
Bachelor of Communication  
(Media Studies) (Hons)



### KENYA

**Afshin Azim Fazal**  
Bachelor of Communication  
(Marketing Communication)  
(Hons)



### JAPAN

**Yumeka Tsukui**  
Bachelor of Communication  
(Public Relations) (Hons)



### TANZANIA

**Aziz Ally Laay**  
Bachelor of Communication  
(Media Studies) (Hons)



### PHILIPPINES

**Elle Ulysse Galindo**  
Diploma in Communication

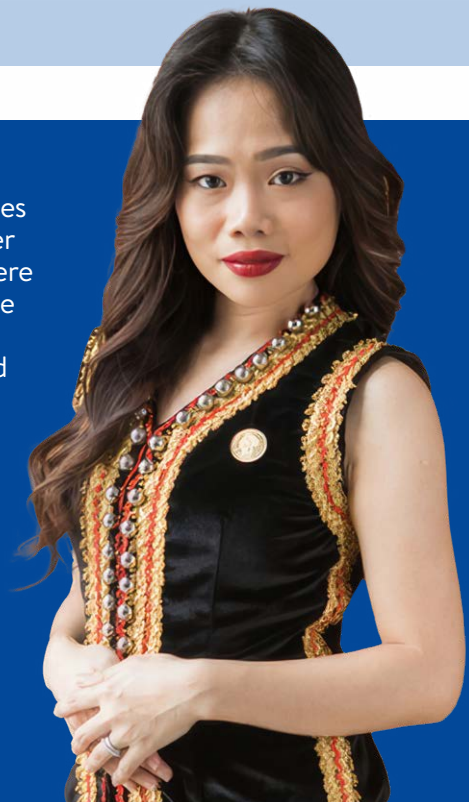


“ I’m very grateful that I made the right choice pursuing my studies at HELP University. I immediately felt welcome, thanks to the friendly staff and of course, my fellow students. Apart from making friends, I have also got a lot of opportunities, especially first hand experience, working in the film studio and organising events. I also love my experience being part of HELP Radio where I co-host our own weekly radio show.”

**Yazmin Binti Aldwin Abdul Aziz**  
Diploma in Communication

“ I am immensely grateful for the unexpected leadership roles that pushed me to strive harder, revealing strengths I never knew I possessed. The staff’s kindness and nurturing guidance were instrumental, creating an environment that encouraged brilliance in every student. The Communications department, contrary to my expectations, radiated positivity, and its challenges expanded my limits beyond what I thought possible. I emerge not only as a graduate but as a better student and person. I owe my gratitude to the faculty and the supportive environment for shaping me. Thank you for the invaluable experiences that have left me better prepared for the future.”

**Allyson Cassandra Ashleigh Totu**  
Diploma in Communications  
Bachelor of Communication (Marketing Communication)



“ The journey of a 1,000 miles begins with a single step at the university of achievers. As the saying goes: “The future belongs to those who believe in the beauty of their dreams”, so my dreams were made possible through the Sports scholarship offered by HELP. I will always hold dear the great support of the staff and faculty members in making this journey possible. Thank you for your understanding and for providing nothing but the best of lecturers, the environment and the facilities.”

**Tanalaksiumy A/P Mahenthiran**  
Bachelor of Communication (Public Relations) (Hons)

## BROADCAST CENTRE, EDIT SUITES, FILM STUDIO AND RADIO STATION



We created our **Broadcast Centre** after acknowledging the industry's need for skills-based students with hands-on experience of the professional world of audio and video production.

**HELP Media Studio** provides students experience of the production and post-production work-flow. Access to broadcast-quality cameras, DSLRs, lighting, audio recording devices, and editing software enhances their skills and expertise.

**The HELP Radio Station** is run by students under the guidance of professional staff throughout each semester and operates on a MAC platform.

In order for students to meet industry standards in editing and visual effects apps which are required in some of the Communication degree and diploma programmes, the workstations now include Hitfilm Express (video editing and visual effects), Davinci Resolve 16 (video editing and colour correction), Motion 5 (visual effects) and Compressor (media export tools).

**The Film Studio** has been transformed to become an indoor production studio. The students are exposed to the process of multiple camera production recording, green screen production, broadcast standard workflow and photography shoots.







## HOW WILL A COURSE IN COMMUNICATION STUDIES HELP ME?

We all need to communicate. Whatever field we enter, communication is the key to our success. We communicate our ideas, inventions, thoughts, programmes and markets. In fact, of all the social skills, communication skills are crucial in every sphere of life. Good communication skills will always put us ahead of the competition. Strong communication skills are what employers are looking for above all other skills.

Communication skills help us not only in the workplace or in further education, they also help us in our personal lives, our sociability, our family life and our friendships. Having solid communication skills makes us more confident and allows us to be heard in a life full of distractions. Superior communication skills also enable us to develop our listening skills, thus helping us engage in dialogues rather than monologues and fosters all round interactive creativity.

Communication is at the heart of every organisation. Everything you do in the workplace results from communication. Therefore, good reading, writing, speaking and listening skills are crucial if tasks are to be completed and

targets achieved. As you develop your career you will find various reasons why successful communication skills are important to you; for example to secure an interview you will need good communication skills to make sure your application letter is read and acted upon. To get the job, you will need to communicate well during your interview if you are to offer yourself and get the job you want. To do your job well, you will need to request information, discuss problems, give instructions, work in teams, interact with colleagues and clients. If you are to achieve co-operation and effective teamwork, good human relations skills are essential. Also, as the workplace is becoming global, there are many factors to consider if you are to communicate well in such a diverse environment.

The most successful organisations understand that if they are to be successful in today's business world, good communication at all levels is essential.

Our courses in Faculty of Communication, Media & Creative Industries will help you be the best that you can be.

# DIPLOMA IN COMMUNICATION

(R2/0321/4/0121) (03/29) (MQA/FA4419)

The Diploma in Communication was created in consultation with industry experts and educationists to both prepare graduates for the industry and for admission into our three degree BCom pathways.

With this diploma, students will gain an in-depth understanding of how the elements of marketing and communication mix, how to implement various communication strategies into marketing objectives, and what companies must do to effectively communicate with potential and existing clients. Graduates could become the next viral You Tuber or internet superstar.

HELP diploma graduates will be industry ready, business savvy, creative entrepreneurs and public relations experts or ready to tackle the next educational challenge. This diploma is a good foundation for students who want to pursue a bachelor's or master's degree in communication, media studies, public relations, business and marketing.

Students will receive training in our state-of-the-art production studio, editing suite and graphic design laboratory.

One of the stand-out modules of our communication programmes is the performing arts element. You will learn acting and vocal techniques that will help you in your communication and media studies. The foundations for success.

The Dip Com also permits credit transfer directly into Year 2 of the BCom programmes (Marketing Com, Media Studies, Public Relations), thereby shortening the duration of the student's degree studies by about a year.

## PROGRAMME DETAILS

- 2-year programme
- 25 subjects to be completed in a minimum period of 2 years

## ENTRY REQUIREMENTS

- A pass in SPM or its equivalent, with a minimum of 3 credits in any subject, including English; or
- 3 O-Level credits (including English) or 3 Bs (including English) in Senior Middle Three (JEC) or equivalent
- A pass in STPM or its equivalent, with a min Grade C in any subject
- A Certificate in Media or Communication or its equivalent

### International students only

International students who do not have the minimum English language entry requirement can be accepted into the programme. However, they have first to enrol in the HELP Intensive English Programme (IEP) and sit for the IELTS or other similar tests. Upon passing the test with 5.0 score or equivalent, students can formally enrol in the faculty programme.

## ASSESSMENT

- Coursework and assignments 50%
- Written examination 50%

## INTAKES

January / May / August

### YEAR 1

DMCH1214	Mass Communication (Common Core)
DMCH1224	Human Communication (Common Core)
DMCH1234	English for Academic Purposes (Common Core)
DMCH1244	Public Speaking and Presentation Skills (Common Core)
DMCH1254	Public Relations (Common Core)
DMCH1264	Multimedia Design (Common Core)
DMCH1274	Marketing Communication (Common Core)
DMCH1284	Writing for Mass Media (Common Core)
DMCH1294	Principles of Journalism (Common Core)
DMCH1314	Entrepreneurship (Common Core)
DMCH1324	Acting for Film and Theatre (Common Core)
D2HGA101	Discovering Oneself (Common Core)

### Local Students

MPU2182	Penghayatan Etika dan Peradaban
MPU2192	Falsafah dan Isu Semasa

### International Students

MPU2132	Bahasa Melayu Komunikasi 1
MPU2212	Bahasa Kebangsaan A (Compulsory for local student who did not have credit in BM SPM)
MPU2382	Kursus Integriti dan Anti Rasuah (KIAR)

### YEAR 2

DMCH2123	Graphics and Publication Design (Common Core)
DMCH2133	Introduction to Research (Common Core)
DMCH2143	Introduction to Digital Marketing (Common Core)
DMCH2268	Industrial Training (Common Core)
DMCH2173	Visual Communication (Discipline Core)
DMCH2194	Creative Media Production (Discipline Core)
DMCH2223	Advertising (Discipline Core)
DMCH2244	Media, Technology & Society (Elective)
DMCH2234	Digital Photography Techniques (Elective)
MPU2412	Co-Curriculum - Sports 1
MPU2422	Co-Curriculum - Community Service 1
GEN2513	Communication 1

# BACHELOR OF COMMUNICATION (MARKETING COMMUNICATION) (HONS)

(R2/321/6/0146) (03/25) (A6244)

This course has been developed with industry professionals and top academics to make sure you gain the practical experience and skills you need to succeed in a career in digital marketing or marketing communications or of course business.

It combines marketing communications, digital marketing and management subjects. It's designed to equip you with the skills that marketing and marketing communications employers are looking for in the increasingly digital workplace of the future.

From advertising and creative design packages, through to direct marketing, social media marketing, public relations, search engine optimisation, websites and Google Analytics, you'll graduate with a portfolio of skills as well as a strong personal brand.

This course takes you beyond the traditional advertising major, as the curriculum incorporates business, marketing and management perspectives into advertising. It includes promotions, brand management, product launches and merchandising, among others. Marketing communication specialists today are an integral part of any marketing team.

They communicate information to current and prospective customers about products or services that are currently available in the market, as well as launching of new brands or rebranding through the various media.

You'll address real-world issues from the start, using your new skills to explore case studies and support local start-ups and charities with their marketing challenges. You'll graduate with professional experience and useful contacts to help kick-start your career.

This course could lead you into many different careers in digital marketing, marketing communications and in agencies.

Your skills will be in demand in a wide range of roles, including graduate management trainee, digital marketing manager, marketing communications executive, account executive, social media executive or direct marketing manager.

## YEAR ONE

MCH1014	Mass Communication
MCH1024	Public Speaking
MCH1034	Business Communication
MCH1044	Multimedia Design
MCH1054	Writing for Mass Media
MCH1064	Journalism
MCH1074	Human Communication
MCH1084	Entrepreneurship
MCH1094	English for Academic Purposes
MCH1004	Marketing Communication
HGA001	Discovering Oneself

## MPU 1

### Local Students

MPU3182	Penghayatan Etika dan Peradaban
MPU3192	Falsafah dan Isu Semasa

### International Students

MPU3192	Falsafah dan Isu Semasa
MPU3142	Bahasa Melayu Komunikasi 2

## YEAR TWO

MCH2014	Communication Theories
MCH2024	Communication Law & Ethics
MCH2034	Intercultural Communication
MCH2114	Advertising
MCH2124	Consumer Behaviour
MCH2204	Information Technology, Mass Media & Society
MCH2074	Social Research Methods
MCH2304	Communication in the Workplace
HGA201	Engaging the World

2 Year Two elective subjects

## MPU 2 / MPU3 - choose 1

MPU3212	Bahasa Kebangsaan A* /
MPU3382	Kursus Integriti dan Anti Rasuah (KIAR)
GEN3513	Communication and Leadership

\* Compulsory for local student who did not have credit in BM SPM

## YEAR THREE

MCH3016	Dissertation
MCH3034	Media Planning
MCH3104	Advertising Copywriting
MCH3114	Creative Advertising Strategies
MCH3054	Social Media and Mobile Marketing
MCH3124	Advertising Campaign
MCH3078	Industrial Training

2 Year Three elective subjects

## MPU 4 - choose 1

MPU3412	Co-Curriculum - Sports 2
MPU3432	Co-Curriculum - Event Management 2



# BACHELOR OF COMMUNICATION (MEDIA STUDIES) (HONS)

(R2/321/6/0145) (03/25) (A6242)

Do you have an innate desire to pursue a career in film, television, print and digital communication? Do you want to be the next You Tuber? Are political campaigns, celebrity scandals and the ways we communicate with each other of interest to you? If the answer is yes to any of those questions, then this course is the right one for you. It will help equip you with the skills to analyse the media and think critically about its social and political impacts. You will get to make films, to produce, perform, edit and put your skills to practice in industry settings.

The media studies programme at HELP University takes an integrated approach and a broader look at media in all its forms, so that our graduates are prepared for both traditional and non-traditional media careers. Our curriculum allows students to creatively express themselves via journalistic writing and editing for various media platforms, communicating ideas through short films, documentaries, photography and design, as well as media management and marketing.

Taught by industry specialists and expert researchers, you can choose to focus on digital media, film studies, news journalism, communication skills, promotional communication, and other

topics. You will even undertake a twelve-week work placement to gain hands-on experience in the communication and media industries.

To support your academic study, you'll have access to breakout rooms within the university. We also have a student common room, especially for students studying in the Faculty of Communication, Media & Creative Industries.

In addition to our extensive loans service for equipment such as digital recorders, video cameras, stills cameras, you'll benefit from access to our top of the range editing suites equipped with the latest video editing software, Photoshop and more. We are also expanding our dedicated digital media lab with specialist software, a fully equipped radio station and broadcast studio and green screen room.

## YEAR ONE

MCH1014	Mass Communication
MCH1024	Public Speaking
MCH1034	Business Communication
MCH1044	Multimedia Design
MCH1054	Writing for Mass Media
MCH1064	Journalism
MCH1074	Human Communication
MCH1084	Entrepreneurship
MCH1094	English for Academic Purposes
MCH1004	Marketing Communication
HGA001	Discovering Oneself

## MPU 1

### Local Students

MPU3182	Penghayatan Etika dan Peradaban
MPU3192	Falsafah dan Isu Semasa

### International Students

MPU3192	Falsafah dan Isu Semasa
MPU3142	Bahasa Melayu Komunikasi 2

## YEAR TWO

MCH2014	Communication Theories
MCH2024	Communication Law & Ethics
MCH2034	Intercultural Communication
MCH2044	Broadcast & New Media
MCH2054	Communication Issues in the Digital Age
MCH2064	Media Audience Analytics
MCH2074	Social Research Methods
MCH2084	Acting for Media and Film
HGA201	Engaging the World
2 Year Two elective subjects	

## MPU 2 / MPU3 - choose 1

MPU3212	Bahasa Kebangsaan A* /
MPU3382	Kursus Integriti dan Anti Rasuah (KIAR)
GEN3513	Communication and Leadership

\* Compulsory for local student who did not have credit in BM SPM

## YEAR THREE

MCH3016	Dissertation
MCH3024	Audio Visual Editing
MCH3034	Media Planning
MCH3044	TV Production Management
MCH3054	Social Media and Mobile Marketing
MCH3064	Documentary Production
MCH3078	Industrial Training
2 Year Three elective subjects	

## MPU 4 - choose 1

MPU3412	Co-Curriculum - Sports 2
MPU3432	Co-Curriculum - Event Management 2

ENTRY REQUIREMENTS SEE PAGE 17

# BACHELOR OF COMMUNICATION (PUBLIC RELATIONS) (HONS)

(R2/342/6/0117) (03/25) (A6243)

Through carefully organised protocols, Public Relations (PR) specialists use their media expertise to help create and preserve a positive image of the company or organisation they work for. It's a diverse, challenging career, with opportunities to mix with a wide variety of people. This course can be described as a combination of journalism and PR. It is ideal if you're fascinated by current trends and issues, and excel at building relationships. Public relations practitioners work on developing beneficial relationships with clients, media, government, consumers and other stakeholders.

This programme provides students with professional skills and knowledge, including skills in professional writing techniques, crisis and issues management, media and stakeholder relations, campaign planning, strategy and research, with an emphasis on problem-solving, creativity, as well as project and relationship management.

You'll work individually and as part of a team to deliver projects to live briefs and deadlines, and apply your entrepreneurial skills to meet the needs of diverse audiences. You will gain cross-platform skills in writing, marketing communications and media

strategy, explore hands-on skills of traditional reporting and PR, and produce compelling, well-researched stories using blogs, content marketing, digital and social media to engage diverse audiences.

As a PR practitioner you may want to work in-house or in a consultancy, with sectors including business-to-business, local government, charity, NGO and finance. In addition, you could also see yourself working in copywriting, editing or publishing, among many other options. Whichever path you choose, your advanced communication and research skills will ensure you stand out in a rapidly expanding industry.

## YEAR ONE

MCH1014 Mass Communication  
MCH1024 Public Speaking  
MCH1034 Business Communication  
MCH1044 Multimedia Design  
MCH1054 Writing for Mass Media  
MCH1064 Journalism  
MCH1074 Human Communication  
MCH1084 Entrepreneurship  
MCH1094 English for Academic Purposes  
MCH1004 Marketing Communication  
Discovering Oneself

### MPU 1

#### Local Students

MPU3182 Penghayatan Etika dan Peradaban  
MPU3192 Falsafah dan Isu Semasa

#### International Students

MPU3192 Falsafah dan Isu Semasa  
MPU3142 Bahasa Melayu Komunikasi 2

## YEAR TWO

MCH2014 Communication Theories  
MCH2024 Communication Law & Ethics  
MCH2034 Intercultural Communication  
MCH2094 Public Relations  
MCH2104 Writing for Public Relations  
MCH2064 Media Audience Analysis  
MCH2074 Social Research Methods  
MCH2084 Acting for Media and Film  
HGA201 Engaging the World  
2 Year Two elective subjects

### MPU 2 / MPU3 - choose 1

MPU3212 Bahasa Kebangsaan A\* /  
MPU3382 Kursus Integriti dan Anti Rasuah (KIAR)  
GEN3513 Communication and Leadership


\* Compulsory for local student who did not have credit in BM SPM

## YEAR THREE

MCH3016 Dissertation  
MCH3034 Media Planning  
MCH3074 Public Relations Campaign  
MCH3084 Propaganda and Persuasion  
MCH3054 Social Media and Mobile Marketing  
MCH3094 Crisis Communication  
MCH3078 Industrial Training  
2 Year Three Elective subjects

### MPU 4 - choose 1

MPU3412 Co-Curriculum - Sports 2  
MPU3432 Co-Curriculum - Event Management 2



“ Studying at HELP University brought an added value to my personal life. I have great memories of my years there thanks to the quality of the courses and the lecturers. I was able to secure a job even before the end of my studies. I would recommend HELP University to those who are looking for a good private university.”

**Josephine Sin Wyn Fong**  
**Alumni BComm (Public Relations) (Hons)**  
**Associate Executive at Edelman Malaysia**

## **PROGRAMME DETAILS** (FOR ALL THREE HELP BACHELOR OF COMMUNICATION HONS DEGREES)

32 subjects to be completed in a minimum period of 3 years

### **ENTRY REQUIREMENTS**

Any one of the following

- HELP Foundation in Arts/ Foundation in Science;
- 2 STPM Grade C/2 A-Level passes;
- 5 Bs (including English) in Senior Middle 3 (UEC);
- 5 CPU passes with a minimum average of 50%;
- 5 SAM/TEE exam passes with a university aggregate of 50%;
- Minimum 24 points in International Baccalaureate;
- Matriculation/Foundation with minimum CGPA of 2.00; or
- A Diploma or its equivalent with minimum CGPA 2.00; or Equivalent qualification and
- 3 SPM/O-Level credits (including credit in English) and a pass in SPM Bahasa Malaysia and Sejarah (for Malaysians only)

### **International students only**

International students who do not have the minimum English language entry requirement can be accepted into the programme. However, they are first to enroll in the university Intensive English Programme (IEP) and sit for the IELTS or other similar tests. Upon passing the test with 5.0 score or equivalent, students can formally enroll in the faculty programme.

### **ASSESSMENT**

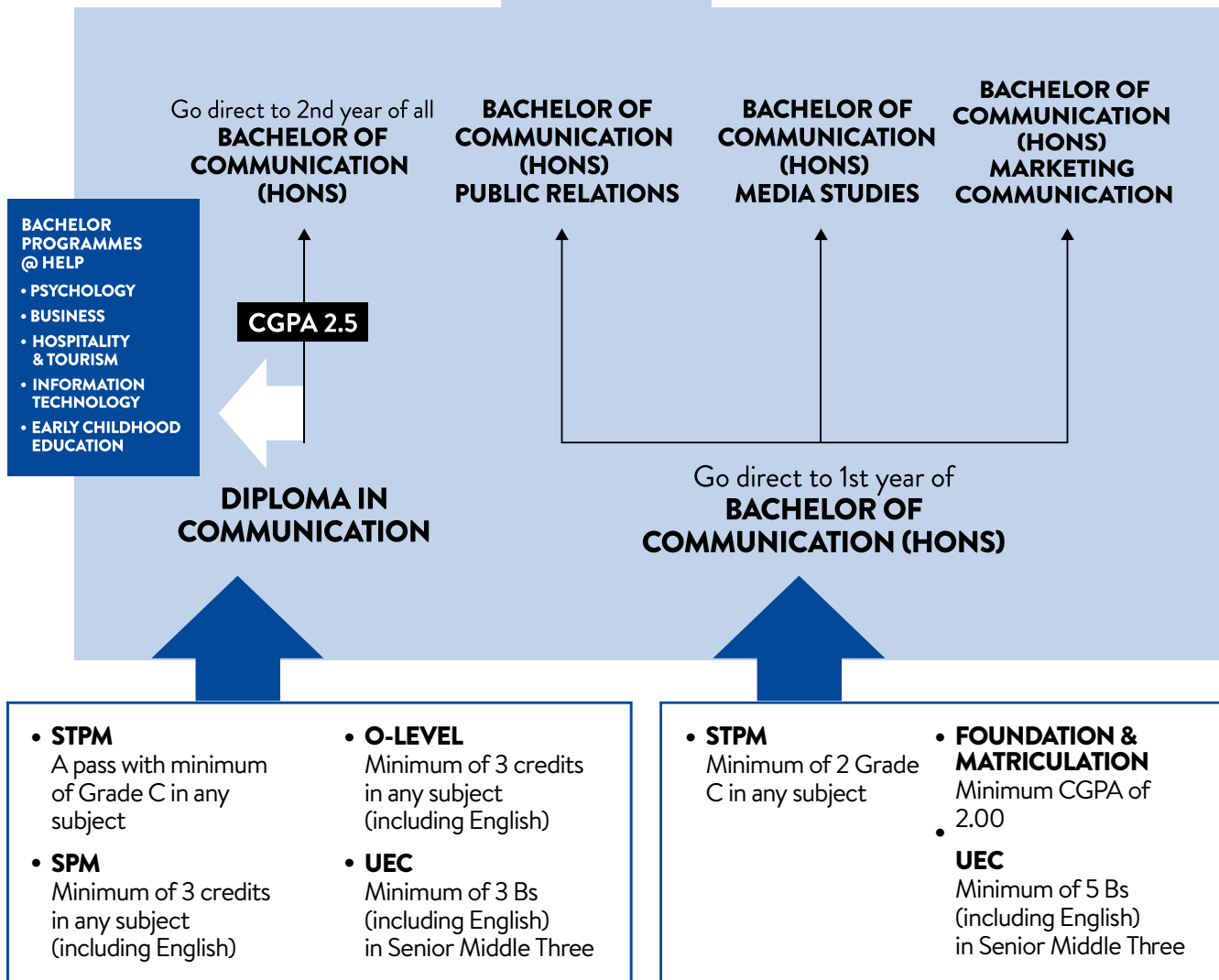
- Coursework and assignments 60%
- Written examination 40%

### **INTAKES**

January / May / August

# COMMUNICATION PROGRAMME PATHWAYS AT HELP

Joining one of our communication programmes is as easy as ABC. Jump straight into Diploma after SPM/O-Levels, easy transfer into our degrees or to international universities. Flexible and powerful pathways.





## COMM VOICE

The Comm.Union is a student representative body working in partnership with the Faculty through various avenues. Their key roles are facilitating communication between the Faculty and the students, actively working with communication clubs IPRMSA, CPS and the HELP Radio Club in organising events etc. Comm Union serves as a platform for students to demonstrate their leadership qualities as well as their ability to promote team spirit as a whole.



## RADIO CLUB

The HELP Radio Club is our campus online streaming radio station broadcasting from the studio at Wisma HELP. Members are equipped with the practical skills to manage a radio station along with its programmes. Additionally, members are also presented with the rare opportunity to conceptualise and implement radio broadcast programmes as well as going live on-air! Currently, its programmes cover a wide spectrum ranging from news, commentaries, sports, young adult, music etc, catering to the interests of students, departments, faculty and administration of the university.



## IPRMSA

The Institute of Public Relations Malaysia Student Association (IPRMSA) was established in collaboration with the Institute of Public Relations Malaysia (IPRM), with the common goal of bringing together students who have a collective interest in participating public relations programs. Working together with the communication clubs, IPRMSA offers a platform for students to gain various public relations skills and knowledge that is put into practice, simultaneously allowing students to foster good relationships with industry professionals.



## CPS

Creative Production Content comes in many forms - photography, graphic design, directing, editing, creating, writing etc. With the numerous avenues existing today, the Creative Production Society (CPS) aims to provide students the touch and feel of the different aspects of media applications. Bridging the gap between practical and theoretical aspects, CPS seeks to apply its knowledge, skills and ideas through digitally designed art, taking their first step into the creative community. With CPS, it is a constant creative and artistic process that will offer students the opportunity to communicate their ideas that meet industry requirements.

## A CITY CAMPUS

The HELP Faculty of Arts and Communication is located in suburban Kuala Lumpur. Three minutes walk from Semantan MRT station to Wisma HELP. Here you have all the benefits of a city campus including a great night life, superb varieties of food and culture, sights, tourist attractions and easy access to the whole of Kuala Lumpur while just a few minutes' walk takes you to the peace and tranquillity of woods, jungle and nature.

### ENJOY A WIDE RANGE OF ACTIVITIES

HELP University City Campus is just one part of a bustling cultural centre that brings energy to Kuala Lumpur. In addition to all the activities offered by the university, you have the opportunity to explore the vast array of festivals, arts and cultural events, hip streets, musical venues and shops that are normally only found in a bigger city. Public libraries, museums, meetup groups, industry experts - all of these are at your fingertips when you go to an in-city university. You are limited in your access to professional and academic resources only by your imagination.

### TAKE ADVANTAGE OF PUBLIC TRANSIT



The Semantan MRT station in Damansara Height is just a stone's throw away from Wisma HELP



Close to F&B and other Amenities



City campus metropolitan hub



## UNIVERSITY OF HERTFORDSHIRE, ENGLAND, UK

In the Faculty of Arts and Communication we have a range of exciting transfer possibilities to universities all over the world. One such option for our Diploma in Communication students is a transfer to the University of Hertfordshire (UOH) in the UK.

Our students have jumped straight from completing their HELP Diploma into the final year of a degree at UOH. That is the equivalent of a 3-year degree straight from SPM or O-levels.

UOH is the UK's leading business-facing university and an exemplar in the sector. It is innovative and enterprising and challenges individuals and organisations to excel.

A university with cutting edge facilities with a campus spread across 125 acres. Benefit from latest technology, round the clock resources on the doorstep of the nation's capital.

Recently UOH was awarded the accolade of the Gold in Teaching Excellence Framework (TEF) and ranked as one of the world's top 150 universities under 50 years old.

25-minutes from and easy access to London.

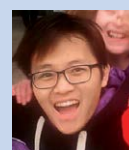
"We have enjoyed having all of your students in our classes and their presence and participation has enriched the learning experience for all of our final year students. They have been a credit to your University and please pass on our thanks to their tutors who have prepared them so well for this experience."

**Peter Thomas**  
**BSc (Hons), MA by Research, FHEA**  
**Mass Communications Programme**  
**Leader, Collaborative Partnerships**  
**Leader**  
**Principal Lecturer in Media, University**  
**of Hertfordshire**



"The sports clubs and programmes offer a great balance between study and play. Lecturers are supportive and helped me achieve. I would definitely recommend studying here for the opportunities it allows, the people you meet and the skills you learn that will take you far in your life and career."

**Vanessa Yong Ke**  
**BA Mass Communications (Hons)**



"At the University of Hertfordshire I met a lot of crazy and wonderful new friends from all over the world, and this has changed my life for the better. I highly recommend it."

**Wee Zhen Ian**  
**BA Mass Communications (Hons)**

### MORE UNIVERSITY OPTIONS

#### AUSTRALIA

- University of Queensland, Brisbane
- University of South Australia, Adelaide
- Deakin University, Victoria
- Queensland University of Technology, Brisbane

- University New South Wales, Kensington
- Edith Cowan University, Joondalup
- Murdoch University, Perth

#### UNITED KINGDOM

- University of Hertfordshire, England
- Middlesex University, London
- Robert Gordon University, Scotland
- University College Birmingham, Birmingham
- Swansea University, Wales

## ACADEMIC TEAM



**SHEENA VAJAINDRAN**  
**Head, Department of Communication**  
**Senior Lecturer**  
**M Multimedia Comm OUM), B Mass Comm (Hons) Journalism (UTAR), Dip MassComm (Journalism) (KTAR)**

Sheena was a journalist and a copywriter before venturing into her passion for teaching. She has 14 years of teaching experience in her specialized areas of Visual Communications, Media Ethics, Journalism, Broadcast Journalism, creative writing and Multimedia, animation and gaming. Her current research involves the study of media, interpretation of media, media influence on culture and how the media uses trend to create a particular group of society that is later categorized into sub-cultures. Her poems in Bahasa Melayu were published in the International Anthology of Poems 'Corona Gone by the Poetry' titled (Landasan Hidup) and Malaysia's Dewan Bahasa dan Pustaka magazines - titled (Warna and Pahlawan Ilmu), her poem is also published in the Mediteranian Waves anthology titled 'Puchka'. She has won the Merdeka poem competition titled 'Malaya' that is published in the Antologi Puisi Tanah Airku Tercinta, 2022.



**KAMAR AZMAN KAMARUZAMAN**  
**Senior Lecturer**  
**MSc (Journalism/Advert) (Ohio), BComm (Advert) (UiTM)**

Kamar has worked for over 20 years in the communication industry: in advertising agencies, event management companies and production houses both locally and overseas. He was also a Lecturer at the Faculty of Communication and Media Studies at UiTM. Kamar's expertise and rich experience, especially in Marketing, Communication and Video and TV/Radio Production, enhances students' understanding of current industry practice.



**FLOY YAP**  
**Senior Lecturer**  
**MA Education and Communication Technology (New York), BA Mass Communication and Psychology (Wisconsin)**

Versatile is one of the words that is often used to describe him! Floy has extensive prof al experience and held management positions in new media, broadcasting, e-commerce, banking and finance, military etc. Industries in the US,

Singapore, Taiwan, Malaysia, to name a few. He has pioneered strategized, implemented, managed and advised projects for governments, government-linked corporations, private corporations as well as non-profit organizations locally, regionally and globally. He gives talks to different audiences on business and non-business subject matters.



**NURUL SABRINA MASRI**  
**Lecturer**  
**MA Corp Comm (UPM), B Human Sciences (Communication) (IIUM)**

Sabrina was a public relation and corporate practitioner before she joins as an academician. She has several years of teaching undergraduate and diploma-level course in communication across multiple discipline including nursing and agrotechnology. She started her teaching profession as a part time lecturer at UiTM. Her expertise areas are effective speaking, broadcasting, public relation, corporate communication, event management and media studies. Her practical background in the corporate world, positions her as a valuable educator who impart real-world insights to her students.



**CARMEN LAI JIA WENG**  
**Lecturer**  
**MA Communication Management (UniSA)**

Carmen has over a decade of lecturing undergraduate degree programmes. She has an MA in Communication Management from the University of South Australia (UNISA). She specializes in Marketing Communications, Mass Communications, and Media Theories with research interests in Mindful Communication and Media Ethics. As an educator, she is highly passionate about giving students inspiring learning experiences. Carmen is a charter member of HELP Synergy Toastmasters Club (HSTMC). Prior to an academic career, she has sufficient industry experience in events and project management.



**NUR ATIQAH BINTI RAZAK**  
**Lecturer**  
**MA (MassComm) (London), B Mass Comm (Hons) Public Relations (UiTM)**

Nur Atiqah Razak received her Bachelor of Mass Communication (Public Relations) from Universiti Teknologi Mara (UiTM) before getting her Masters in Mass Communications from Universiti City, University of London. Atiqah's subject of interest includes Mass Communication and Public Relations.



**MOHD AFIQ AIMAN BIN ABD HAMID**  
**Lecturer**  
**Master Mass Comm (UiTM), B Mass Comm (Broadcasting) Hons (UiTM)**

Afiq has a vast experience in the area of broadcasting prior venturing into the academic world. Afiq stands as an influential figure in the realm of Broadcasting and Media Studies, revered for his extensive expertise and contagious enthusiasm for the industry. With a career spanning over a decade, he embodies the perfect blend of academic prowess and practical experience.



**MAZ IRWAN B MOHD AZANI**  
**Lecturer**  
**B Fine Arts (Film Making) Hons (KNUA)**

Maz Irwan B Mohd Azani is a photo and video lecturer. Among his interests are independent cinema and cultural activity. As a humanitarian and educator, he actively supports various sorts of filmmaking, videography, and photography. Might be the only few lecturers that willing to carry light stands and tripods for their students. KNUA filmmaking graduated in 2019 and yet still hopes to become a film director one day.



**PETER NUNIS**  
**Tutor**  
**BComm (Journalism)(Hons) (HELP University)**

Peter Nunis is a graduate of HELP University and a communications specialist with seven years of experience in social media, advertising, marketing, and branding. He has worked in various fields, ranging from the automotive industry to lifestyle, wellness, and food and beverage, providing him with a wide understanding of the intricacies of different branding and marketing styles. He has worked on both local and international campaigns that have garnered worldwide recognition, and he consistently works towards sharing his knowledge with those who are willing to learn.



SCAN TO FOLLOW US  
ON SOCIAL MEDIA



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**HELP UNIVERSITY SDN BHD**

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MOHE Approval Number: DU028(W)

**ELM Business School**

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[study@help.edu.my](mailto:study@help.edu.my)