

Diploma in Communication Studies

N/321/4/0243(MQA/PA7503)02/23



Delivery Mode:
Conventional

Duration of Study:
2 Years 4 Months (Full-Time)

Intakes
• January, May and September

Academic Schedule
• January : 14 weeks*
• May : 14 weeks*
• September : 14 weeks*

**Inclusive of exam period.*



Interested in this course?
We are more than happy to share.
Email us or give us a call.

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Carve Your Path to Success in Media

The Diploma in Communication Studies programme is designed for those who would like to understand and appreciate the various media channels and forms of communication. The programme also provides students with the necessary skillsets that they would need in the field of communication such as Journalism, Creative Thinking, Public Speaking, and more. At UNITAR, students will be exposed to both theoretical and practical aspects of communication and introductory level units in which they will acquire fundamental skills that are essential to the programme and their future career.

Career Prospects

- Journalist
- PR Specialist
- Marketing Assistant
- Technical Writer
- Social Media and Communication Co-ordinator
- Media Specialist

Areas of Knowledge

Introduction to Mass Communication

Learn the fundamentals through a broad range of related topics.

Creative Thinking

Get different approaches in visual arts, music, creative writing and various media.

Communication Psychology

The theories of social psychology, with an overview of applied communications.

Persuasive Communication

The introduction of understanding, practices and analysis of persuasion.

Media Writing

Learn how to write with styles and forms in Public Relations, Journalism, Broadcasting and Advertising.

Did You Know?

INDUSTRY PARTNERSHIPS

Strategic alliances to enhance students' experience, employability and future career path.

CREATIVE THINKING

Get different approaches in visual arts, music, creative writing and various media.

Why UNITAR?

5-STAR QUALITY

5-STAR rating in QS for Teaching, Employability, Inclusiveness, Online Education and Accounting and Finance.

AFFORDABILITY

PTPN, EPF and various financial aid available.

UNITAR C.A.R.E

We ensure that students are well-equipped with applicable skills: Collaborative, Adaptive, Reflective and Entrepreneurial.

Entry Requirements

A pass in SPM or its equivalent with a minimum of three (3) credits* in any subject,
OR

A pass in STPM or its equivalent with a minimum of Grade C (GP 2.00) in any subject or its equivalent;
OR

A pass in STAM with a minimum grade of Maqbul or its equivalent;
OR

Pass in UEC or its equivalent with a minimum of Grade B in three (3) subjects; including English;
OR

A Certificate or its equivalent with a minimum CGPA of 2.0;
OR

A Certificate in Media and Communication or its equivalent;
OR

Pass in SKM (Level 3, MQF) in relevant field subject to Senate approval and MUST attend bridging courses;
OR

Any other equivalent qualifications recognised by the Malaysian Government;
OR

Entry requirements for admission into the Diploma's programme (Level 5, MQF) through APEL as approved by the Ministry of Education (MOHE). Applicants must be/have:

1. A Malaysian citizen; AND
2. The candidate should be more than 20 years of age in the year of application;
3. Relevant work experience / prior experiential learning; AND
4. Pass the APEL Assessment

*Inclusive of English

ENGLISH REQUIREMENT

International Students

1. Minimum score of 5.0 for IELTS OR
2. Minimum score of 42 for TOEFL OR its equivalent.

Local Students

1. Credit in English

Programme Core Modules

- Introduction to Mass Communication
- Principles of Journalism
- Principles of Advertising
- Principles of Broadcasting
- Visual Communications
- Human Communication
- Psychology of Communication
- Creative Thinking
- Public Speaking
- Desktop Publishing
- Persuasive Communication
- Media and Society
- Media Appreciation
- Event Management
- Organisational Communication
- Communication Theories
- Writing for Mass Media
- New Media
- Media and Culture
- Communication Law and Ethics
- Communication Research Methods
- Project Management

University Core Modules

- English 1
- English 2
- English 3

MPU Modules

- Penghayatan Etika dan Peradaban / Bahasa Melayu Komunikasi 1 (Int)
- Skills Enhancement
- Culture and Society
- Community Service

Get ahead in the Media and Communications industry.

Provides a broad range of communication for various sectors: Advertising, Public Relations, Broadcasting and Journalism and a unique pathway to a specialised Bachelor's Degree programme.

Provides beyond-classroom experience - Real-world projects through various industry partners such as Youth Care Malaysia, H-Live Astro, The Star Media Group and many more.

Industry-relevant curriculum starting from ideation and planning to execution and evaluation.



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