



## 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 field, including advertising, corporate communication, public relations, journalism, and broadcasting. As a result students interested in graduate studies in this field can also opt for advanced studies in various fields 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 fields, 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 react and analyze issues significantly, and gain a comprehensive understanding in their field, 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

- i. A pass in STPM or its equivalent, with a minimum of Grade C (GPA 2.00) in any TWO subjects and a credit in English at SPM or its equivalent; OR
- ii. A pass in STAM with a minimum grade of Jayyid and a credit in English at SPM or its equivalent; OR
- iii. A Diploma (Level 4, MQF) or its equivalent, with a minimum CGPA of 2.00 and a credit in English at SPM or its equivalent; OR
- iv. A Diploma in Media and Communication (Level 4, MQF) field or its equivalent; OR
- v. Certificate Matriculation/Foundation or its equivalent, with a minimum CGPA of 2.00 and credit in English at SPM or its equivalent; OR
- vi. A Diploma Kemahiran Malaysia (DKM) / Diploma Vokasional Malaysia (DVM) with a minimum CGPA of 2.50 subjected to the HEP Senate / Academic Board's approval; OR
- vii. A Diploma Lanjutan Kemahiran Malaysia (DLKM) with a minimum CGPA of 2.50 subjected to the HEP Senate / Academic Board's approval; OR
- viii. Other relevant and equivalent qualifications recognised by the Malaysian Government (Candidates can be admitted if their admission qualification contains English subject (s) equivalent to English at the SPM level. If it is not equivalent, a reinforcement of an English subject equivalent to the SPM level must be offered before enrolment).

Notes:

- Candidates with a pass in English at SPM level (or English equivalent to SPM) need to take a reinforcement English subject equivalent to the SPM level. This subject must be offered before enrolment.

## Call us :

1 300 880 111 (Malaysia)  
+603 78063478 (International)

Web : [www.lincoln.edu.my](http://www.lincoln.edu.my) | E-mail : [info@lincoln.edu.my](mailto:info@lincoln.edu.my)



- Candidates without an English subject in their admission qualification need to take a reinforcement English subject equivalent to the SPM level. This subject must be offered before enrolment.
- Students are required to pass the reinforcement English before being allowed to take related core courses.
- Students from Matriculation / Foundation or its equivalent can be exempted from taking reinforcement English, provided that the English offered at that programme level is equivalent / higher than English offered at SPM level.

## International Students

Achieve a grade in the MUET or any English competency test equivalent to a High B1 in the CEFR.



## LIST OF COURSE/MODULE OFFERED IN THE PROGRAMME

Sl No	Subject Code	Subject name	Credit
1	BMC 1113	Principles of Public Speaking	3
2	BMC 1123	Public Speaking	3
3	BMC 1133	Development of Mass Communication Industry	3
4	BMC 1143	Critical Reading and Academic Writing	3
5	MPU 3193	Philosophy Current Issues	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



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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	<b>*(CHOOSE ANY TWO ELECTIVES)</b>			
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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