



PROGRAMME DESCRIPTION

The Master of Mass Communication program at Lincoln University College is a research-based academic program that teaches students how to do scholarly research in the field of mass communication. The program provides students with a hands-on approach to learning that allows them to gain the complete range of technical expertise, conceptual skills, and aesthetic expression needed to become effective media practitioners.

For successful completion of Masters degree in Lincoln University College, each candidate should publish minimum of two research articles in Scopus indexed journals, with Lincoln University College affiliation.

Mode of Delivery: Research



PROGRAMME AIM

The program of Master of Mass Communication will produce professionals who are eligible to:

- Impart advanced knowledge in Mass Communication and related areas of research.
- Bestow learners by analytical, practical, communication, and interpersonal skills.
- Empower learners with Information Communication Technologies (ICTs) including digital and numerical competencies to make them efficient professionals and researchers in Mass Communication and allied industries.
- Inculcate acumen in research, innovation, and entrepreneurship.
- Emulate professional ethics, social responsibility, and values of global research.



CAREER OPPORTUNITIES

Students will be prepared to start a career in communication policy or research, within the communication industry, or as a community college teaching after graduation. Because of the expanding popularity of these mass communication channels, candidates in the field of mass communication have more opportunities than ever before. They can pursue prestigious positions as:

- Television & Film Director/Producer
- Content Writer
- Event Manager
- Public Relations Professional
- Digital Marketing Expert
- Journalist



PROGRAMME DURATION

Full Time: Minimum- 24 months; Maximum-30 months

Part Time: Minimum- 36 months; Maximum- 42 months

Call us :

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

Web : www.lincoln.edu.my | E-mail : info@lincoln.edu.my



INTAKE AND ENTRY REQUIREMENTS

Intake: 1. January, 2. May, 3. September

- i. A Bachelor's Degree (Level 6, MQF) in Media and Communication with a minimum CGPA of 2.75 or equivalent, as accepted by the HEP Senate; OR
- ii. A Bachelor's Degree (Level 6, MQF) in Media and Communication with a minimum CGPA of 2.50 and not meeting a CGPA of 2.75 can be accepted subject to rigorous internal assessment; OR
- iii. A Bachelor's Degree (Level 6, MQF) in Media and Communication with a minimum CGPA of 2.50 can be accepted subject to rigorous internal assessment as determined by the HEP to determine the need for appropriate prerequisite courses and; OR
- iv. Any other Bachelor's Degree (Level 6, MQF) (Non-Media and Communication) with a minimum CGPA of 2.50 can be accepted, subject to a rigorous internal assessment and prerequisite courses determined by the HEP; OR
- v. Other qualifications equivalent to a Bachelor's Degree (Level 6, MQF) in Media and Communication or related fields recognised by the Government of Malaysia must undergo rigorous internal assessment as determined by the HEP. (the requirement of CGPA is based on items i – ii)

International Students

Achieve a grade in the MUET or any English competency test equivalent to a Mid B2 in the CEFR.



LIST OF COURSE/MODULE OFFERED IN THE PROGRAMME

| Sl. No. | MQA Subject Code | Subject Name | Credits |
|---------|------------------|---|---------|
| 1. | MMCR 701 | Research Methodology | 3 |
| 2. | MMCR 702 | Computer Application | 3 |
| 3. | MMCR 703 | Research work on any one of the following specialty <ul style="list-style-type: none"> 1. Communication 2. Print Media/Journalism 3. Broadcast Journalism 4. Social Media /Information 5. New Media / Digital Media 6. Media Technology/Creative Media 7. Health Communication 8. Media and Culture 9. Intercultural and International Communication 10. Crisis Communication 11. Organizational Communication 12. Communication/Media Literacy 13. Global Media Policy 14. Film Studies 15. Advertising and PR | NA |

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