

Undergraduate Studies

# Arts, Social Sciences and Education



UNIVERSITI TUNKU ABDUL RAHMAN 05064  
Berikutan sepenuhnya oleh Yayasan Pendidikan UTAR. 01-261-0074



**Advertising**

**Corporate Communication**

**Early Childhood Education**

**English Education**

**English Language**

**Journalism**

**Journalism in Chinese Media**

**Psychology**

**Public Relations**

## ■ Bachelor of Arts (Honours) English Education (R2/145/6/0054)07/25(A11023)

As English is an international language of communication, trade, research, science and technology, being proficient and competent in English is an asset to any individual in any field of work, such as law, business, commerce, politics, education and the mass media at local and international levels. This programme aims to provide students with the necessary communicative skills and knowledge of the language to communicate proficiently and competently, as well as to expose them to the general principles of teaching and learning of English as a second language. In particular, the programme is designed to expose students to the use of the latest technology, approaches and techniques in English Language Teaching and to equip them with the necessary skills to become effective, trained and competent English Language educators.

### Career prospects

Graduates can seek employment as English Language teachers or lecturers at school and tertiary levels. They can also seek employment as writers, editors, copywriters, journalists, radio and television broadcasters, translators, interpreters, public relations and corporate communications personnel, etc.

Duration of Study: **3 years**

Medium of Instruction: **English**

Campus: **Kampar**

## ■ Bachelor of Arts (Honours) English Language (R2/224/6/0047)11/24(A5857)

This programme provides students with communicative skills and knowledge of the language to communicate proficiently and competently as well as to participate actively and confidently at local and international platforms such as conferences, forums and career-related activities (training programmes, board meetings, interviews, consultations, etc.).

The programme is designed to develop graduates with in-depth knowledge and understanding of the theories and use of the English language in this modern world. It also trains and develops them in the field of English to meet the increasing communicative demands and needs of globalisation by providing a strong foundation and the necessary language skills to keep abreast with the latest developments in English and linguistic studies. Students are also introduced to the general area of Mass Communication with emphasis in Journalism and Public Relations.

### Career prospects

Many careers require knowledge of the English language. Graduates can seek employment in various fields, e.g. publication as writers, editors and copywriters, education as English teachers or linguists, journalism, research and development, management, translation, public relations and corporate training.

Duration of Study: **3 years**

Medium of Instruction: **English**

Campus: **Kampar**

## ■ Bachelor of Arts (Honours) Journalism in Chinese Media (R/321/6/0006)12/20(MQA/FA0024)

In line with the ever growing media industry in Malaysia, there is a high demand for graduates specialising in the area of journalism.

This programme produces graduates with knowledge of the Chinese media industry and training in news writing, editing and production in both traditional media (print and broadcast) and new media such as online, blogs and other social media. The aim of the programme is to contribute to the growth of the Malaysian Chinese Media Industry, cultivating discussions on key issues in the public domain on democratic principles in maintaining harmony in a multi-cultural society like Malaysia. The programme offers lifelong learning skills that will enable students to critically, objectively and analytically address independent complex problems, issues and current affairs.

### Career prospects

Graduates can seek employment as educators, writers, news reporters, circulation executives, marketing executives in print media houses (newspaper and magazine publishing), and electronic media (TV and radio stations) and online media publishing.

Duration of Study: **3 years**

Mediums of Instruction: **Chinese & English**

Campus: **Sungai Long**

## ■ Bachelor of Communication (Honours) Advertising (R2/321/6/0118)06/24(A10234)

This programme aims to produce professionals who are equipped with cutting-edge knowledge in the field and who are able to play active roles in shaping and developing the advertising industry locally and globally. This programme provides in-depth knowledge of the advertising field, and introduces marketing related areas. Students will learn how to integrate various communication tools into an effective communication plan. In addition, students will be provided with a solid foundation in the latest multimedia communication developments. Students are also given a strong foundation in design, and undergo industrial training programme in advertising agencies or in the marketing/communication divisions of large organisations.

### Career prospects

Graduates can seek employment as copywriters, art directors, production managers, strategy planners, media planners, client service managers, market researchers and brand managers in organisations such as advertising/marketing agencies, TV and radio stations, media companies, publishing companies, media buying agencies, market research companies and the marketing department of corporations.

Duration of Study: **3 years**

Medium of Instruction: **English**

Campus: **Kampar**





## ■ Bachelor of Communication (Honours) Journalism (R2/321/6/0045)03/22(A7907)

This programme develops professional media personnel, journalists in particular, who are at the forefront of professional and technical developments in their area of specialisation. Students develop a strong foundation in communication, research and analytical skills. Knowledge and in-depth understanding of mass communication theory is also emphasised. Through the programme, students acquire a mature understanding of cultural issues and public policies within the Malaysian environment and global context.

Students are also introduced to the fundamentals of advertising such as copywriting and media planning. Students are exposed to practical training in the industry. This is achieved by placing students under a industrial training programme during their second year of study.

## ■ Bachelor of Communication (Honours) Public Relations (R2/342/6/0191)03/22(A7908)

This programme addresses the needs of the communication industry for public relations professionals who have technical competence as well as an appreciation of the role of public relations in Malaysia within a global environment. It emphasises in-depth understanding of communication theories. In terms of application, students will prepare news releases as well as produce audio-visual presentations and media kits. They will learn to organise press conferences, campaign and analyse social media.

Students are also introduced to fundamentals of advertising such as copywriting and media planning in order to develop an understanding of the advertising profession and industry. Students are placed under a industrial training programme in companies in the communication industry or in the communication section of various organisations.

## ■ Bachelor of Corporate Communication (Honours) (R2/321/6/0115)08/24(A10236)

Corporate Communication is a key function dedicated to managing and controlling of information flows to different stakeholders, the communication of corporate strategy and the development of information for various purposes. It supervises internal and external communication, media relations, reputation management, corporate social responsibility, investor relations, government affairs and to some extent, marketing communication.

The programme provides students strong understanding of communication theories and processes in an organisation. Key research, communication and media handling skills are taught so that students can manage challenging projects confidently. They will be train to communicate effectively in the local and global business world. The programme will expose students to communication management and creative problem solving strategies, role of ICT in corporate communication and use of ICT in addressing corporate communication issues. Students are placed under an industrial training programme to gain practical experience.

## ■ Bachelor of Early Childhood Education (Honours) (R/143/6/0009)04/21(MQA/FA0300)

This programme aims to develop early childhood education professionals who are well equipped with the relevant knowledge and skills and the ability to contribute to the growth of early childhood education in Malaysia. It will build among students an in-depth knowledge and appreciation of the concepts, theories and application of early childhood education, and instill in them the values of professionalism and ethical conduct and best practices.

## ■ Bachelor of Social Science (Honours) Psychology (R2/311/6/0046)06/24(A10064)

Psychology relates to the study of the human mind and behaviours. It explores the processes involved in normal and abnormal thoughts, feelings and actions.

This programme aims at building in-depth knowledge of and appreciation for the concepts and theories of psychology. It equips students with knowledge of psychology and understanding of the range of applications of that knowledge. Emphasis is placed on the relevance of the courses to meet the changing needs of the Malaysian socio-economic environment. Students will be placed under supervised industrial training programme to gain practical experience.

### Career prospects

Graduates can find employment in mass media organisations as journalists, editors, feature writers, correspondents or information researchers. They could also seek employment in related areas of advertising, publishing, media management and education.

Duration of Study: **3 years** Medium of Instruction: **English**

Campus: **Kampar**

### Career prospects

Graduates can seek employment as specialists in public relations companies or advertising agencies. Employment opportunities are also available in related areas such as marketing / brand management. In the corporate sector, they may be employed as executives in public affairs, press liaison, corporate communication and social media executive.

Duration of Study: **3 years** Medium of Instruction: **English**

Campus: **Kampar**

### Career prospects

Graduates can work in a range of careers in the communications industry such as public relations, advertising, marketing media, information services, public affairs and event management. They will be able to fit into the positions such as Corporate Communication Executive, Event Management Executive, Media Liaison Officer, Community Affairs Executive, Public Affairs Executive, etc.

Duration of Study: **3 years** Medium of Instruction: **English**

Campus: **Sungai Long**

### Career prospects

Graduates can seek employment as pre-school operators or educators, franchise entrepreneurs, and publication of children's materials. Graduates could also serve as officers with Social Welfare Departments and children charity organisations.

Duration of Study: **3 years** Medium of Instruction: **English**

Campus: **Sungai Long**

### Career prospects

Graduates can seek employment in welfare agencies, rehabilitation centres, hospitals, and the private sector particularly in multi-national corporations, schools, colleges and community centres.

Duration of Study: **3 years** Medium of Instruction: **English**

Campus: **Kampar**



For more information, please contact  
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