

# DIPLOMA IN DIGITAL MEDIA



**CHANGE THE WORLD'S PERCEPTION WITH THE POWER OF COMMUNICATION**

# DIPLOMA IN DIGITAL MEDIA

The Diploma in Digital Media aims to prepare versatile, and competent digital media practitioners by providing the most up-to-date technology and experiences in a fully digital environment that replicates the industry standards.

As an industry-driven course, this programme teaches students industry standard software, production protocol and allows students to expand their creative potential through the combination of theories and practical work in many aspects of new media.

## Career Opportunities

Digital Media Creator, Digital Media Freelancer, Content Creator, Digital Media Specialist, Broadcaster, Radio Producer, Podcast Creator, Public Relations Executive, Advertising Executive, Digital Video Producer

## Programme Structure

### Year 1

- English for Academic Purpose
- Public Speaking
- Fundamentals of Marketing
- Mass Communication and Theories
- Introduction to Communication Research
- Digital Storytelling
- Digital Media Communication
- Human Communication
- Digital Audio Communication
- Introduction to Video/TV Production
- Digital Visual Communications
- News and Feature Writing (Elective)
- Photography (Elective)
- Film Criticism (Elective)

### Year 2

- Screen Production Techniques
- Screen Writing
- Graphic Communication
- Digital Media Analytics
- Media Law and Ethics
- Integrated Marketing Communication
- Radio and Podcast Production
- Editing for TV and Film
- Digital Media Advertising
- Entrepreneurship in the Creative Industry
- Practical Component: Mass Communication - Internship

## MPU Subjects

- Bahasa Kebangsaan A\*
- Green Future Malaysia
- Co-Curriculum
- Malaysian Studies 2 (Local students) / Communicating in Malay 1B (International students)
- Media Literacy for Personal Branding

## Offered at

INTI International College Subang  
(N/321/4/0263)(04/2026)(MQA/PA14517)

INTAKES: JAN, APR & AUG

## Duration

2 Years

\*For Malaysian students who do not have a credit in SPM BM.