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**SUBANG**

INTI International College Subang DK249-01(B)  
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No. 3, Jalan SS15/8, 47500 Subang Jaya,  
Selangor

The information contained in this course guide  
was correct at the time of publication, May 2021.  
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# BACHELOR OF MEDIA AND COMMUNICATION (3+0)

# BACHELOR OF MEDIA AND COMMUNICATION (3+0)

The Bachelor of Media and Communication is designed to prepare students for a career in the media, communications and multimedia industries. Students learn about how the media is evolving through an examination of issues such as ownership, control of the media and the impact of new media technologies on society. The course links theoretical and practical knowledge and skills needed to operate effectively in diverse settings in industry.

This programme encompasses a major in Social Media and Advertising with a minor in Digital Marketing. A major in Social Media and Advertising gives students a comprehensive understanding of social media platforms and learn how to analyse new and emerging media technologies and drive their use and innovation across industry.

## PROFESSIONAL RECOGNITION

Our advertising major is professionally accredited by the Media Federation of Australia.

**TOP  
200**

**in the world for  
Communication and  
Media Studies**

QS World University Rankings by Subject 2020

## Programme Structure

### Year 1

- Introduction to Media Studies
- Professional Communication Practice
- Principles of Advertising
- Fundamentals of Marketing
- Global Media Industries
- Innovation Cultures: Perspectives on Science and Technology
- Advertising Issues: Regulation, Ethics & Cultural Consideration
- Media Content Creation

### Year 2

- Concept Development and Copywriting
- Digital Communities
- National Media in a Globalised World
- Marketing Research and Analytics
- Networked Selves
- Sports/Advertising/Media
- Media and Communication Project A
- Frontiers in Digital Marketing
- Business of Media

### Year 3

- Advertising, Media Planning and Purchasing
- Advertising Management and Campaigns Project
- Marketing Insights
- Professional Practice: Client & Agency Management
- Media Analytics and Visualisation
- Media and Communication Project B
- Researching Social Media Publics
- Internship-Communication (12 weeks)
- Graduate Employability Module

### MPU Subjects

- Design Thinking
- Community Service
- Corporate Social Responsibility / Bahasa Kebangsaan A\*
- Ethnic Relations (Local students) / Communicating in Malay 2 (International students)
- Islamic & Asian Civilization (Local students) / Malaysian Studies 3 (International students)

### Career opportunities

- Digital advertising specialist, digital marketer, social media officer, social media producer.

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

### COURSE DURATION

- 3 years inclusive of Internship (fast-track option). Students must achieve average 60% marks every semester
- 3 years + 12 weeks Internship

### CAMPUS

INTI International College Subang  
(N/213/6/0353)(12/25)(MQA/PA14134)

### INTAKE

MAR & JUL

# ENTRY REQUIREMENTS

## Bachelor of Media and Communication

### QUALIFICATIONS

### BACHELOR OF MEDIA AND COMMUNICATION (3+0) IN COLLABORATION WITH SWINBURNE UNIVERSITY OF TECHNOLOGY, AUSTRALIA

#### American Degree Transfer Program

Completion of two years (minimum 60 credits) with a minimum average of 60%

#### INTI Diploma

Completion of Diploma with an average of 60% or completion of Diploma in Mass Communication. (English requirements: Study must be completed not more than two years prior to commencing study at Swinburne)

#### Diploma

Average of 60% (CGPA 2.40). Having completed a minimum 2 years of Diploma with English as a medium of instruction. (English requirements: Study must be completed not more than two years prior to commencing study at Swinburne)

#### INTI Foundation

Average of 60% (CGPA 2.40). (Average 60% in English units. Study must be completed not more than two years prior to commencing study at Swinburne)

#### Foundation

Average of 65%. (Average of 70% in English units. Study must be completed not more than two years prior to commencing study at Swinburne)

#### STPM

Minimum CGPA 2.50. SPM 1119 with a minimum grade C, MUET - Band 4; and other recognised English programmes

#### Unified Examination Certificate (UEC)

Average of best 5 subjects. Minimum 65%. Use the median score of each grade to calculate the average of 5 academic subjects. SPM 1119 with a minimum grade C, MUET - Band 4; and other recognised English programmes (Grades for UEC: A1: 100 - 85; A2: 84 - 80; B3: 79 - 75; B4: 74 - 70; B5: 69 - 65; B6: 64 - 60; C7: 57 - 55; C8: 54 - 50; F9: 49 - 0)

#### Cambridge A Levels

(A Levels incorporating Cambridge, GCE, Malaysia, Singapore & UK)

Minimum value of 8 must be achieved in 3 subjects at A Levels. (Minimum grade C in IGCSE English plus completion of A Level - study must be completed not more than two years prior to commencing study at Swinburne)  
(Grades for A Levels: A=5, B=4, C=3, D=2, E=1)

#### Australian Senior High School Certificate

(e.g. South Australia Certificate of Education or VCE)

Minimum Australian Tertiary Admission Rank (ATAR) of 65. Score of 30 in EAL (English as Alternate Language) for Victorian Certificate of Education (VCE), or equivalent

#### Australian Foundation Programme

(e.g. Monash University Foundation Year)

Minimum score of 65%. (Average of 60% in Foundation English units - study must be completed not more than two years prior to commencing study at Swinburne)

#### International Baccalaureate (IB)

Evidence of IB Diploma Award. Minimum 6 subjects including minimum 4 in pre-requisite subjects. Minimum 24 points.

Minimum of 4 in English A1 or A2 (Higher and Standard Levels) or minimum of 5 in English B (Higher Level)