



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

- ▶ Pass in Sijil Tinggi Persekolahan Malaysia (STPM) or equivalent with at least Grade C (NGMP 2.00) in any two (2) subjects and credit in English at Sijil Pelajaran Malaysia (SPM) level or equivalent; or
- ▶ Pass in Sijil Tinggi Agama Malaysia (STAM) with at least Jayyid grade and credit in English at SPM level or its equivalent; or
- ▶ Pass in Diploma (Level 4, MQF) or its equivalent; or
- ▶ Pass in Matriculation/ Foundation or equivalent with at least CGPA 2.00 and credit in English at SPM level or equivalent; or
- ▶ Other qualifications recognized as equivalent by the Government of Malaysia.

### Entry Requirements :

For international students, a test of English as a Foreign Language (TOEFL) with a score of 500 OR the International English Language Testing System (IELTS) with a score of 5.0 OR its equivalent is required. If the student does not meet these requirements. PPT must offer English language proficiency tests to ensure that students' proficiency is sufficient to meet program requirements. This is usually done in the evaluation process.



## LIST OF COURSE/MODULE OFFERED IN THE PROGRAMME

Sl. No.	Subject Name
1	Principles of Communication
2	Fundamental Computer Principles
3	Public Speaking
4	Development of Mass Communication Industry
<b>Elective (Choose any one module from the following):</b>	
5	Islamic Civilization and Asian Civilization

Sl. No.	Subject Name
6	Malay Communication 3
<b>Elective (Choose any one module from the following):</b>	
7	Ethnic Relation
8	Malaysian Studies 3
9	Development Communications
10	Mass Communication: Concepts and Theories

## 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)



## LIST OF COURSE/MODULE OFFERED IN THE PROGRAMME

Sl. No.	Subject Name
11	Print Media I
12	Principles of Design
13	Leadership Skills and Human Relation
14	English
15	Photography
16	Print Media II
17	Reporting & Editing
18	Malaysian Government and Public Policy
19	Broadcast Journalism
20	Television Production
21	Basics of Camera, Light & Sound
22	Radio Journalism & Program Format
23	Radio Productions
24	Advertising: Concepts & Principles
25	Community Service
26	Advertising in Print, Radio & Television
27	Press Laws and Media Ethics

Sl. No.	Subject Name
28	Media, Culture and Society
29	Integrated Marketing Communication
30	Event Management: Principles & Methods
31	Interpersonal Communication
<b>Elective (Choose any two modules from the following):</b>	
32	Writing for Media (Elective)
33	Cyber Technology (Elective)
34	Creative Communication (Elective)
35	Global Media
36	Public Relations
37	Media Management
38	New Media Technologies
39	South East Asian Politics and Communication
40	Crisis Communication
41	Research Methodologies for Communication Studies
42	Research Project
43	Industrial Training

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