



**SEGi**  
University &  
Colleges

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# COMMUNICATION STUDIES

/kə,mju:.nr'keɪ.fən/ /'stʌd·iz/ **noun**

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1. Close partnership with the industry
2. Industry-relevant coursework and activities
3. Great track record with award-winning alumni

Collaboration with



## Programme accreditations and recognitions



MINISTRY OF HIGHER EDUCATION



# ONE OF THE LARGEST & LEADING 47 YEARS AT

ONE OF THE ONLY 24 QS 5-Stars Rated University in the World



Teaching



Internationalisation



Online Learning



Arts & Culture



Employability



Academic Development



Bachelor of Medicine and  
Bachelor of Surgery (MBBS)



Inclusiveness



# NG HIGHER EDUCATION GROUP IN MALAYSIA T THE FOREFRONT OF EDUCATION

KOTA DAMANSARA | KUALA LUMPUR | SUBANG JAYA  
PENANG | KUCHING | IPOH | JOHOR BAHRU | SIBU

Quality education accredited and assured by the Malaysian Ministry of Education and other organisations



Partner Universities and Institutions

# YOUR GATEWAY TO LEADING GLOBAL INSTITUTIONS

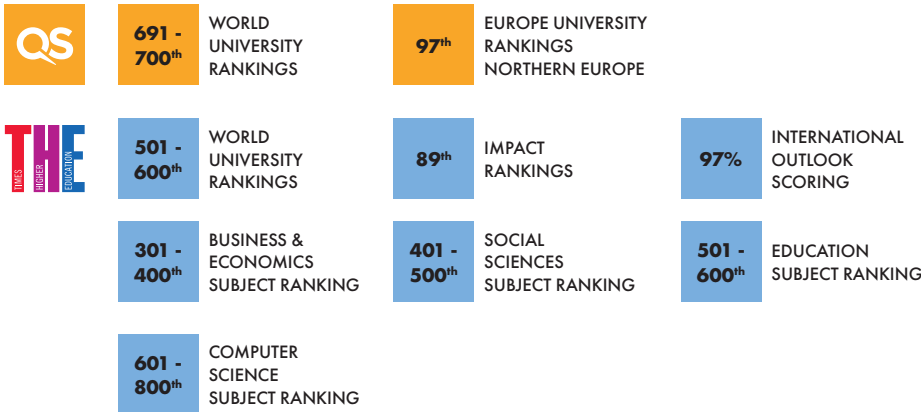
Consortium of Global Research and Mobility Partners



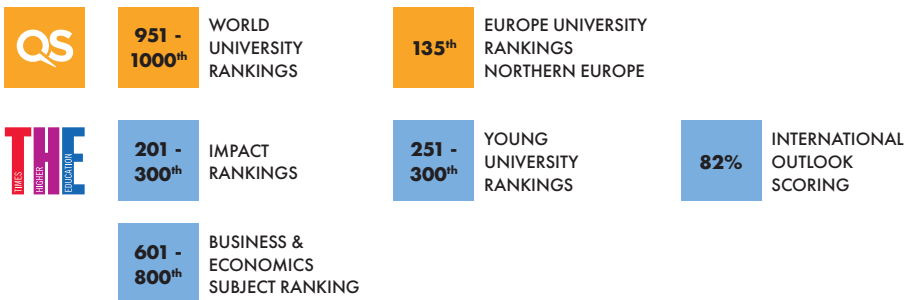
# BRINGING THE WORLD TO YOU GLOBAL PARTNERING UNIVERSITIES



## University of Greenwich (UoG), UK 2024 - 2025



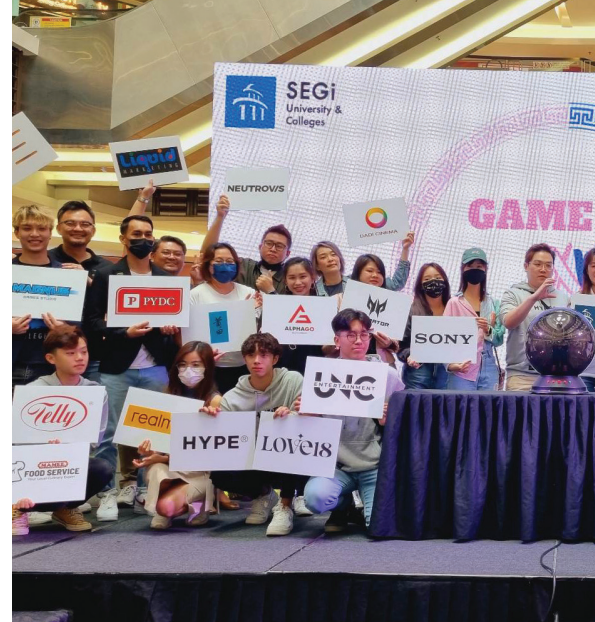
## University of Central Lancashire (UCLan), UK 2024 - 2025



# LEARN UNDER THE BIGGEST & BRIGHTEST FROM THE INDUSTRY

To excel in your career from day one, you need cross-disciplinary skills, industry insights, and technical know-how. These are often not adequately provided by traditional education methods like written assignments, industry visits, or internships.

Our programmes integrate industry expertise directly into the classroom experience. Co-designed, co-delivered, and co-assessed by industry professionals, our programmes offer hands-on learning opportunities with over 300 partner brands. The aim is to ensure you have real-world experience and secure job or business opportunities before graduation.



Winner of the  
**Employers' Choice Award**  
by Talentbank for  
TWO CONSECUTIVE YEARS





# CONSORTIUM OF INDUSTRY PARTNERS



# YOUR WORK EXPERIENCE COUNTS!

SHORTEST & FASTEST PATHWAY FOR ADULT LEARNERS



### SKIP ENTRY REQUIREMENTS: DIRECT ENTRY PATHWAY

Can't meet the entry requirements? APEL.A is the preferred alternative pathway to qualify yourself for a programme.



### STUDY FIRST AND GET AUTOMATICALLY QUALIFIED LATER

Start studying first and you will automatically be qualified once you pass more than 50% of the subjects.



### SHORTEN YOUR STUDY DURATION

Cut your studying duration up to 50% using your experience from work & training!



### GET A QUALIFICATION WITHOUT STUDYING

Convert your work experience into a fully recognised qualification.

CANNOT COMMIT FOR A FULL-FLEDGED PROGRAMME?

# "ALA-CARTE" YOUR EDUCATION

### BUILD YOUR QUALIFICATION SUBJECT BY SUBJECT

Not ready to take on a full-fledged programme? Enrol in 1 subject as a micro-credential first. Accumulate the subjects over time and stack them up to become a full-fledged qualification.

PROFESSIONAL PROGRAMMES

4 MICRO-CREDENTIAL SUBJECTS

DEGREE/DIPLOMA

6 PROFESSIONAL PROGRAMMES

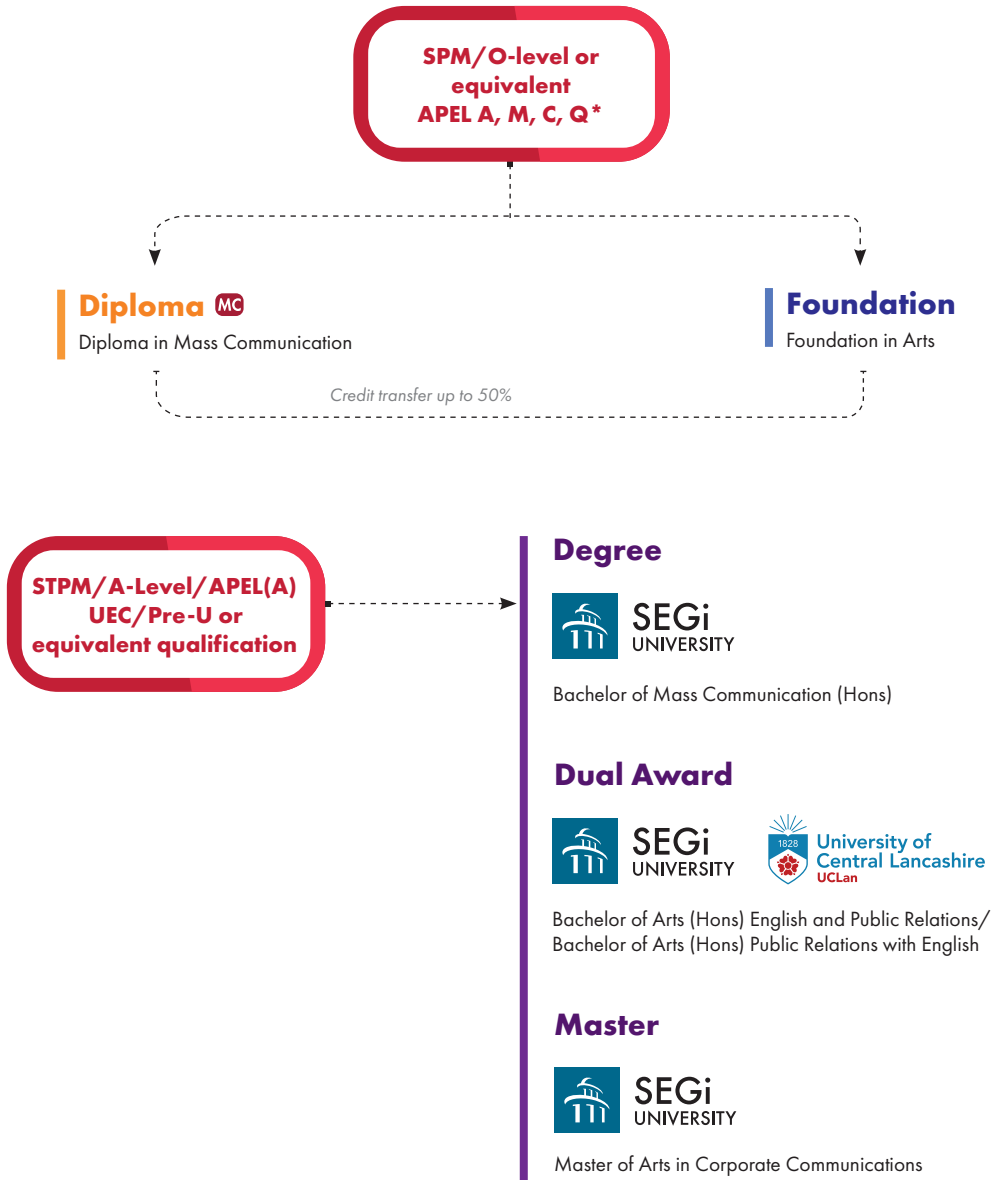


# QUALITY EDUCATION WITHIN REACH

## PROGRAMMES THAT SUITS YOUR NEEDS

Mode of Study	Full time	Programme is offered in full time mode
	Weekend	The weekend programme is also designed to suit adult learners to complete within the shortest timeframe possible
	ODL	Open and Distance Learning (ODL) mode is a fully-online learning mode suited to students who wishes to study off-campus
	WBL	Work-Based Learning (WBL) is an innovative mode of delivery where SEGi partners with a renowned brand to deliver the programme. Students get the best of both worlds in their studies – theoretical know-how from SEGi and practical learning from the industry
Micro-credentials	MC	Micro-credentials are designed for students who wish to ‘ala carte’ their education. Subjects are offered on a singular basis and are stackable over time to convert into a full-fledged qualification
APEL	APEL A/M/C	Developed by the Malaysian Qualifications Agency (MQA), the Accreditation of Prior Experiential Learning (APEL) programme enables students to access multiple pathways into a recognised programme
	APEL Q	The APEL.Q programme enables students to convert work experience into a recognised qualification without going through the conventional teaching and learning of a programme
Mobility	Mobility	Students are eligible to study in another SEGi campus for 1 semester without additional cost to their tuition fee
	Global Mobility	Students are eligible to transfer to our partnering universities for mobility programmes
Funding	PTPTN Assistance	A dedicated PTPTN Assistance office to help students secure PTPTN fundings
	EPF-Claimable	Students/guardians can withdraw from the EPF to fund their/their children’s studies
	PTPTNX'tra	PTPTNX'tra helps cover the remaining shortfall that is not covered by PTPTN. Students can effectively pay nothing until they graduate and enjoy an education loan with a minimal interest rate of 1%
	EduFlex	Designed for Adult Learners, students can leverage on our education loan with a minimal 4% interest
	0% Installment	We offer a 0% interest monthly instalment plan, so that you don't have to break the bank.
	HRDC-Claimable	All our programmes are claimable under HRD Corp

# STUDY ROUTE



# PROGRAMME MATRIX

Programme	Awarding Institution	Entry Requirements	Campus
Master of Arts in Corporate Communications <small>KD [R/321/7/0153][11/24][MQA/FA2507]</small>	SEGi University	<ul style="list-style-type: none"> <li>• Bachelor's Degree - min. CGPA of 2.50</li> <li>• Bachelor's Degree - min. of 5 years working experience in a relevant field</li> <li>• TOEFL - score of 600 OR its equivalent (International students)</li> <li>• IELTS - score of 6.0 OR its equivalent (International students)</li> </ul>	Kota Damansara
Bachelor of Mass Communication (Hons) <small>KD [R3/0323/6/0011][06/29][MQA/A9854]</small>		<ul style="list-style-type: none"> <li>• STPM - with a min. of Grade C (CGPA 2.00) in any 2 subjects and a credit in English at SPM level</li> <li>• Unified Examination Certificate (UEC) with at least 5Bs</li> <li>• Diploma - with a min. CGPA of 2.00 and a credit in English at SPM level</li> <li>• Diploma - in Media and Communication or its equivalent</li> <li>• Matriculation/Foundation - with a min. CGPA of 2.00 and credit in English at SPM level</li> <li>• TOEFL score of 500 OR IELTS score of 5.0 (International students)</li> <li>• A-Level - full pass (grade D) in 2 subjects, SPM credit English</li> </ul>	
Bachelor of Arts (Hons) in English and Public Relations/ Bachelor of Arts (Hons) Public Relations with English <small>KD [R2/222/6/0020][07/28][MQA/FA0071]</small>	SEGi University & University of Central Lancashire, UK	<ul style="list-style-type: none"> <li>• A pass in STPM or its equivalent, with a minimum of Grade C (CGPA 2.00) in any two subjects and a credit in English at SPM or its equivalent; OR</li> <li>• Unified Examination Certificate (UEC) with at least 5Bs</li> <li>• A Diploma or its equivalent, with a minimum CGPA of 2.00 and a credit in English at SPM or its equivalent; OR</li> <li>• A Diploma in Media and Communication or its equivalent; OR</li> <li>• Matriculation/Foundation or its equivalent, with a minimum CGPA of 2.00 and credit in English at SPM or its equivalent.</li> <li>• For International students, Test of English as a Foreign Language (TOEFL) score of 500 OR International English Language Testing System (IELTS) score of 6.0 OR its equivalent is needed.</li> <li>• A-Level - full pass (grade D) in 2 subjects, SPM credit English</li> </ul>	
Diploma in Mass Communication <small>KD [R3/321/4/0044][10/29][MQA/A8052]            SJ [R2-TVET/321/4/0238][09/27][TVET/QF15175]            KL [R2/321/4/0071][09/28][A9370]            SWK [R2/321/4/0180][03/26][A6860]</small>	SEGi College	<ul style="list-style-type: none"> <li>• SPM / O-Level or equivalent with 3 credits</li> <li>• UEC with 3 credits</li> <li>• SKM Level 3</li> <li>• Related Certificate or equivalent</li> <li>• MQA-APEL T4</li> </ul> <p><b>Additional Requirements</b> Credit in English at SPM / O-Level or equivalent</p>	Kota Damansara Subang Jaya Kuala Lumpur Sarawak
Foundation in Arts <small>KD [R2/010/3/0406][07/26][MQA/FA0193]            SJ [R2/0011/3/0082][07/26][MQA/FA0452]</small>	SEGi University / SEGi College	<ul style="list-style-type: none"> <li>• SPM / O-Level or equivalent with 5 credits</li> <li>• UEC with 3 credits</li> </ul>	Kota Damansara Subang Jaya

## ENGLISH REQUIREMENTS\*

Types of Exam	Diploma	Degree	Master
IELTS	Band 5.5	Band 6.0	Band 6.5
TOEFL iBT	42	46	60
Cambridge English	154	160	169
Pearson Test	47	51	59
Linguaskill Cambridge	154 - 161	169 - 175	176 - 179
MUET	Band 2	Band 3	

\*The English requirement serves as a guideline and it is subject to change. The weightage requirement may vary for different programmes.

## ENTRY REQUIREMENTS FOR INTERNATIONAL STUDENTS



[bit.ly/isentry23](https://bit.ly/isentry23)

### A pathway for everyone

Your prior-qualifications were not mentioned?  
Did not meet the entry requirements?

When there is a will, there's always a way. Contact us and schedule a FREE one-on-one consultation session to plot out a customised pathway that will fit your needs.

# MASTER OF ARTS IN CORPORATE COMMUNICATIONS

KD(R/321/7/0153)(11/24)(MQA/FA2507)

FULLY ACCREDITED

MICRO-CREDENTIALS

APEL A/M/C

MOBILITY

- Research Methods (Quantitative)
- Corporate Communication
- Research Methods (Qualitative)
- Crisis Communication
- Digital Strategy for Corporate Communication
- Communication Theory
- Corporate Media Relations
- Corporate Affairs and Government Relations
- Issues in Public Communication Campaign
- Research Project

## Electives [Choose any 3 courses]

- Corporate Branding
- Leadership Communication
- Reputation Management
- Organisational Communication

## Mode of Study

- Full time
- Weekend
- Open and Distance Learning

## Career Opportunities

Upon completion of this programme, students can achieve managerial positions in

- Branding
- Marketing Communication
- Public Relations
- Reputation Management
- Internal and External Communication
- Media Management

## THE EDGE AND PERSPECTIVE YOU NEED TO STAND OUT

- *Highly practical and diverse subjects*
- *Subjects designed to produce cross-disciplinary business leaders*



# CREATIVE COMMUNICATIONS MANAGERS FOR THE FUTURE

- *In-depth exploration of subject matters*
- *9 Electives subjects to choose from*



## BACHELOR OF MASS COMMUNICATION (HONS)

KD(R3/0323/6/0011)06/29(MQA/A9854)

FULLY ACCREDITED

MICRO-CREDENTIALS

APEL A/M/C

MOBILITY

### Programme Modules

#### Year 1

- Communication English
- Media Technology & Practices
- Understanding Advertising
- Understanding Journalism
- Understanding Public Relations
- Understanding Broadcasting
- Corporate Communication
- Creative & Innovative Publishing
- Integrated Marketing Communication
- Psychology in Communication
- Mass Communication & Stories of Mass Media

#### Year 2

- Media Law, Power & Public Opinion
- Entrepreneurship
- Theory and Principles of Communication
- Business Ethics
- Managing Media and Business
- Sociology of Media & Culture
- Research Methods
- Social Media and Public Relation Practices
- Public Opinion and Propaganda
- Creative Writing

#### Year 3

- Communication & Campaign Management
- Environmental Management & Tech
- Elective 1
- Elective 2
- Elective 3
- Research Project
- Industrial Training

#### Advertising Elective

- Advertising Copywriting & Digital Publishing
- Advertising Strategies & Planning
- Internet Advertising & Management

#### Public Relations Elective

- Media Relations and Publicity
- Media Relations and Media Writing
- Strategies and Practices in Public Relations

#### Broadcasting Elective

- Documentary Feature Production
- Managing Television Program and Production
- TV and Online Broadcast Journalism

#### MPU

- Philosophy and Current Issues (for local & international students)
- Appreciation of Ethics and Civilization (for local students only)
- Bahasa Melayu Komunikasi 2 (for international students only)
- Bahasa Kebangsaan A (for local students without credit for BM in SPM) or Effective Learning
- Sustainable Development



### Mode of Study

- Full time
- Weekend
- Open and Distance Learning

### Career Opportunities

Corporate Communication Executive, Public Relations Executive, Advertising Executive, Content Creator, Copywriter, Media Planner, Television Presenter or Radio Presenter, Marcomm Strategic Planner.

As part of the curriculum, students will be required to take 4 general subjects (Mata Pelajaran Umum), as required by the Ministry of Education, Malaysia

# BA (HONS) ENGLISH AND PUBLIC RELATIONS / BA (HONS) PUBLIC RELATIONS WITH ENGLISH

KD(R2/222/6/0020)(07/28)(MQA/FA0071)

FULLY ACCREDITED

MICRO-CREDENTIALS

APEL A/M/C

MOBILITY

## Programme Modules

### Year 1

- Introduction to Communication Theory
- English for Business Correspondence
- English Grammar
- Academic English
- Public Speaking
- Introduction to Mass Communication
- Introduction to Linguistics
- Introduction to Literature
- General Psychology

### Year 2

- Principles of Public Relations
- English Phonetics and Phonology
- Sociolinguistics
- Strategies and Practices in Public Relations
- Event Management
- Introduction to Drama
- Business Ethics
- Law and Ethics in Mass Communication
- Creative Writing
- Crisis Management
- Quantitative and Statistical Methods
- Entrepreneurship
- Environmental Management and Technology

### Year 3

- Desktop Publishing
- Research Methods
- Public Relations and Media Writing
- Media Relations and Publicity
- Public Opinion and Propaganda
- American and European Literature
- Research Project
- Internship

### MPU

- Philosophy and Current Issues  
(for local & international students)
- Appreciation of Ethics and Civilization  
(for local students only)
- Bahasa Melayu Komunikasi 2  
(for international students only)
- Bahasa Kebangsaan A  
(for local students without credit for BM in SPM) or Effective Learning
- Sustainable Development



### Mode of Study

- Full time
- Weekend

### Career Opportunities

Press Agents, Publicity and Media Relations Managers, Crisis Managers, Customer Relations Manager, Public Affairs Manager, Events Manager and many more in the government, media and corporate sectors, banks, investment houses, finance institutions, insurance companies, travel agencies, hotels, legal firms, and consultancies.

## AGILE AND CREATIVE PR AND ENGLISH EXPERTS FOR THE FUTURE

- *Practical assignments and learning*
- *Diverse subjects and syllabus*
- *Close collaboration with the industry*



# DIPLOMA IN MASS COMMUNICATION

KD (R3/321/4/0044)(10/29)(MGA/AB052) • SJ (R2-TVET/321/4/0238)(09/27)(TVET/QF15175) • KL (R2/321/4/0071)(09/28)(A9370) • SWK (R2/321/4/0180) (03/26) (A6860)

FULLY ACCREDITED

MICRO-CREDENTIALS

APEL A/M/C

MOBILITY

## Programme Modules

### Year 1

- Introduction to Mass Communication
- Videography
- Fundamental Photography
- General Language Training
- Media Law and Ethics
- Media Studies
- Bahasa Melayu Komunikasi 1 (For International Student)
- Penghayatan Etika dan Peradaban (For Local students)
- Electronic Publishing
- Business Communication
- Presentation Skills
- Advertising Principles
- Bahasa Kebangsaan A\*

### Year 2

- Principles of Marketing
- Public Relations
- Academic English
- Documentary and Photojournalism
- Communication and Scholarship
- News Reporting
- Journalism
- Integrity and Anti Corruption
- Visual Analysis
- Film Appreciation
- Copywriting
- Communication Research
- Co Curriculum Management: Sustainability Thinking

### Year 3

- Industrial Training

## Mode of Study

- Full time
- Weekend
- Open and Distance Learning

## Career Opportunities

Students who successfully completed the programme can then move on to pursue the bachelor's degree programme, allowing them to pursue careers such as Journalist, Broadcaster, Radio DJ, TV News Caster, Event Director, Planner, Social Marketing Executive, Public Relations Executive.

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

# LEARN AMONG THE BEST IN THE MEDIA & COMMS INDUSTRY

- *Diverse and practical subjects and syllabus*
- *Distinct focus on technical digital skills*
- *Close collaboration with the industry*





# NURTURE YOUR PASSION

## IN COMMUNICATION WHILE KEEPING YOUR OPTIONS OPEN

- *Fastest pathway into a wide variety of Degree Programmes*
- *4 electives to choose from*



## FOUNDATION IN ARTS

KD [R2/010/3/0406][07/26][MQA/FA0193]; MQA/PA4175 N-DL/010/3/0025

### Programme Modules

#### Year 1

- General Language Training
- Computer Application
- Introduction to Business
- Mathematics
- Statistics
- Academic English
- Public Speaking
- Critical Thinking Skills
- Principles of Economics
- Elective 1
- Elective 2
- Elective 3
- Elective 4
- Elective 5

### Electives

#### Business & Accounting

- Introduction to Financial Accounting
- Fundamental of Management
- Intercultural Communication
- Information Technology
- Introduction to Marketing

#### Communication Studies/ English & PR

- Interpersonal Communication
- Intercultural Communication
- Fundamental Photography
- Information Technology
- Introduction to Marketing

#### Information Technology

- Programming Methodology
- Interpersonal Communication
- Fundamental of Management
- Intercultural Communication
- Information Technology

#### Quantity Survey/Hospitality/ Education/Psychology

- Information Technology
- Interpersonal Communication
- Fundamentals of Management
- Introduction to Marketing
- Intercultural Communication

#### Creative Design/Architecture/ Interior Architecture

- Colour & Form
- Drawing Fundamentals
- Fundamental Photography
- Intercultural Communication
- Interpersonal Communication

## FOUNDATION IN ARTS

SJ [R2/0011/3/0082][07/26][MQA/FA0452]

### Programme Modules

#### Year 1

- Thinking Skills
- English I
- Mathematics
- Basic Information and Communication Technologies (ICT)
- Introduction to Psychology
- Essentials of Economics
- English II
- Introduction to Law
- Introduction to Sociology
- Co-curriculum
- Introduction to Management
- Writing and Research Skills
- Electives (Choose any two):
  - Introduction to Finance
  - Introduction to Visual Arts
  - Introduction to Mass Media and Communication
  - Introduction to Legal Skills

### Why study this programme?

This qualification is specially designed for students with SPM, O-Level or equivalent qualifications and who would like to pursue a bachelor's degree at the university. Upon successful completion of the Foundation in Arts programme, students may further their studies in a wide range of degree programmes depending on units completed during their studies. Students may be eligible to apply for advanced standing.

# ELECTIVE COURSES

## DIPLOMA LEVEL

No	Scholarship Name	School	Credit Value	No	Scholarship Name	School	Credit Value
1	Business and Company Law	Business and Accounting	3	28	CyberPsychology	Psychology	3
2	Business Communication		3	29	Positive Psychology		3
3	Business Management		3	30	Social Psychology		3
4	Cost Accounting		3	31	Understanding the Child's Growth and Development	Early Childhood Education	3
5	Data Analysis		3	32	Play & Learning for Young Children		3
6	Financial Accounting 1		3	33	Physical Education & Health Care for Young Children		3
7	Introduction to Business		3	34	Safety & Well-being of Young Children		3
8	Introduction to Finance		3	35	Global Citizenship for Young Children		3
9	Introduction to Management Accounting		3	36	An Introduction to Montessori Pedagogy	3	
10	Introduction to Marketing		3	37	Music for Children	Music	3
11	Principles of Management		3	38	Music Appreciation 1: Aesthetic & Style		3
12	Social Media Marketing		3	39	Music Appreciation 5: World Music		3
13	Technopreneurship		3	40	Music Fundamentals 1: Fundamental Theory	3	
14	Consumer Behaviour		4	41	Print Production	Hospitality & Tourism / Creative Arts & Design	3
15	Corporate Audit		4	42	Advertising Creativity		3
16	Digital and Service Marketing		4	43	Wedding Planning and Management	Hospitality & Tourism	3
17	Digital Marketing		4	44	Wine Management		3
18	Finance		4	45	Introductory to French		3
19	Human Resource Management		4	46	Food & Its Culture	3	
20	Integrated Marketing Communication		4	47	Principles of Electronics & Electrical Engineering	Engineering	3
21	International Business		4	48	Engineering Drawing		3
22	Marketing Management		4	49	Fundamental of Photography	Creative Arts & Design	3
23	Operations Management		4	50	Digital Graphics		3
24	Organisational Behaviour		4	51	Introduction to Multimedia & Animation		4
25	Personal Selling		4	52	Interactive Web Design		4
26	Industrial and Organisational Psychology	Psychology	3	53	Videography		4
27	General Psychology	Psychology	3	54	Presentation Skills	3	

## CERTIFICATE LEVEL

No	Scholarship Name	School	Credit Value	No	Scholarship Name	School	Credit Value
1	Basic Financial Accounting	Business and Accounting	3	7	Basic Management	Business and Accounting	3
2	Introduction to Human Resource Management		3	8	Basic Marketing		3
3	Business Ethics		3	9	Business Communication and Writing		3
4	Basic Statistics		3	10	Basic Finance		3
5	Basic Business Principles		3	11	The Basics of Physical Education and Health Care in Early Childhood	Early Childhood Education	3
6	Introduction to Cost Accounting		3	12	Fundamental Photography	Creative Arts & Design	4

### Financial Aid / Funding Available \*

- EPF
- HRDF
- SEGi Monthly Installment
- Low Initial Payment

\*terms & conditions apply.



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**SEGi College Kuala Lumpur** (42114-V)

☎ 603 2070 2078 ☎ 012 988 7482 ☎ 1800 88 8028

**SEGi College Subang Jaya** (284515-V)

☎ 603 8600 1777 ☎ 010 313 0303

**SEGi College Penang** (187620-W)

☎ 604 263 3888 ☎ 013 629 4880

**SEGi College Sarawak** (172726-T)

☎ 6082 252 566 ☎ 017 859 2566 ☎ 1300 88 7344

**SEGi University Regional Centre, Johor Bahru**

☎ 607 235 9188 ☎ 010 313 0303

**SEGi Admissions and Support Centre, Ipoh**

☎ 016 212 9736

The best in you, made

**POSSIBLE**

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[segi.edu.my](http://segi.edu.my)

Chat with us today!  
**SCAN HERE**

