

COMMUNICATION STUDIES



Close partnership with the industry



Industry-relevant coursework and activities



Great track record with award-winning alumni

In collaboration with



UNIVERSITY OF
GREENWICH



University of
Sunderland



SEGi
University &
Colleges

18,000
Students

Malaysian  60%
International  40%

550
Academics

9.1%
foreign faculty staff

546
Management & support staff



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



Internal processes in compliance with international standards

ISO 9001:2015 Certified



Cert no: MY14/05009

Cert no: MY14/01588



INTRODUCTION TO SEGi UNIVERSITY & COLLEGES

Established for more than 46 years, SEGi has equipped graduates from diverse backgrounds with exceptional foundations for career achievement and personal success.

SEGi first opened its doors as Systematic College in 1977 in the heart of Kuala Lumpur's commercial district, offering professional qualifications. Since then, SEGi has experienced significant growth by adapting and catering to an increasing demand for higher academic and professional qualifications in Malaysia.

Today, SEGi is one of the largest private higher education providers in Malaysia and serves more than 18,000 students through its five major campuses located in Kota Damansara, Kuala Lumpur, Subang Jaya, Penang and Kuching. With programmes tailored to meet both industry and student needs, SEGi graduates have easily found employment and many have gone on to become leaders of their respective industries.

FUTURE PROFESSIONAL COMMUNICATORS



The QS Stars™ rating system has been operated by the QS Intelligence Unit, the independent compiler of the QS World University Rankings® since 2004. The system evaluates universities across various important performance indicators as set against pre-established international standards. By covering a broader range of criteria than any world ranking exercise, QS Stars™ shines a light on both the excellence and the diversity of the rated institution.



The communications industry in Malaysia and around the world has evolved so much that contemporary professional communicators now have to stand up to face the current challenges with sophistication and respond through the various media channels. Modern communicators have to utilise all media available, from verbal communication to print media, from broadcasting to digital platforms. Effective communication requires communicators to speak clearly to each individual audience.

Responding to these high expectations, SEGi University & Colleges offers dynamic courses focusing on creative content creation, media studies, broadcasting, public relations, journalism, advertising and digital marketing.

At SEGi University & Colleges, we are equipped with sophisticated technology and state-of-art technology, including broadcast studios, radio studios, editing rooms, voice-over studios, photography studios, and modern computer labs with the latest software and equipment. We also have internship placement programmes that will spur our students towards excellence in their careers.

Our courses are industry-driven with strong support from key players in the local communication industry. We churn out graduates who are able to fulfil industry requirements. Our expert and dedicated academic team and strong support from administrative staff help make this happen.



Teaching



Internationalisation



Online Learning



Arts & Culture



Employabil-



Academic Develop-



Bachelor of Medicine and
Bachelor of Surgery (MBBS)



Inclusive-

University of Greenwich (UoG), UK



Modestly founded in 1890 as Woolwich Polytechnic, the University of Greenwich (UoG) has risen in the ranks since it gained university status in 1992. A leader in the educational arena, the university has three campuses in South East London and Kent, and is a strong proponent of progressive learning, as is proven by its modern hi-tech facilities. Its 1,200 programmes include Law, Nursing, Business, and Engineering.

Acknowledged the world over as a leading provider of higher education according to the 2017 Teaching Excellence Framework (TEF), UoG is also the proud recipient of The Queen's Anniversary Prize for Higher and Further Education 2015, an award recognising the innovative research and development carried out by Greenwich's Natural Resources Institute within the Faculty of Engineering and Science.

- **QS World Ranking 701-750**
- **Times Higher Education World Ranking 601-800**
- **#1 Transnational University in UK** (Over 17,000 students in overseas campuses all around the world)
- Over 50% of Graduates received First Class Honours in the last 5 years
- Awarded **SILVER STATUS** by Teaching Excellence Framework (TEF)



University of Sunderland (UoS), UK

Established in 1901 as Sunderland Technical College, the University of Sunderland (UoS) is greatly praised as a prescient and innovative University with exemplary standards of teaching, research and support. Located in Sunderland in the North East of England, it gained its university status in 1992 and has since gained a reputation as a research-active university.

The University of Sunderland prides itself on holistic academic programmes as integral to its commitment of excellence to its students and to producing well-rounded graduates. The Guardian ranks its Hospitality, Event Management and Tourism programme as the 4th best in the country, while Nursing is ranked 5th best. Other highly ranked majors in the Guardian league tables are Business, Management and Marketing, Accounting and Finance, Mechanical Engineering, and Fashion and Textiles. Also, it was named University of the Year for Social Inclusion by The Times and Sunday Times Good University Guide 2021.

- **QS 5 Stars (2019)** in Teaching, Employability, Internationalisation, Inclusiveness & Outstanding Facilities
- Awarded **SILVER STATUS** by Teaching Excellence Framework (TEF)
- Recognised by the UK Government and the British Council for **innovative international activity**
- **UK's top 5** providers of transnational education
- Shortlisted for the **Times Higher Education University of the Year Award**



Troy University, USA

Troy University is a public school in Troy, Alabama, USA with three additional campuses throughout the state. Founded in 1887 as an institute for training teachers, it has expanded into a university system that offers more than 45 undergraduate majors and locations across the globe, including Vietnam, Malaysia, Japan, and South Korea.

International in scope, Troy University provides a variety of educational programs at the undergraduate and graduate levels, to include doctoral programs, for a diverse student body in traditional, nontraditional and emerging electronic formats. With quality teaching and a staff to student ratio above the national average, a degree from Troy University is solid preparation for employment or further study.

- Accredited by:
 - Southern Association of Colleges and Schools Commission on Colleges (SASCOC)
 - Council for Higher Education Accreditation (CHEA)
 - Dual-accreditation from Association to Advance Collegiate Schools of Business (AACSB International)
- **"No 1 in its Best 4-Year College in Alabama"** by Schools.com
- **"One of the Best Universities in the Southeast"** by Princeton Review
- **"a 'Top Tier' university in the South"** by US News & World Report



Bringing the world to you

PARTNER

UNIVERSITIES



University of Central Lancashire (UCLan)

The University of Central Lancashire is one of the largest universities in the UK, hosting about 25,000 students. Located in Preston, a city in Lancashire, northern England, the public university was founded as the Institution for the Diffusion of Knowledge in 1828 and attained university status in 1992.

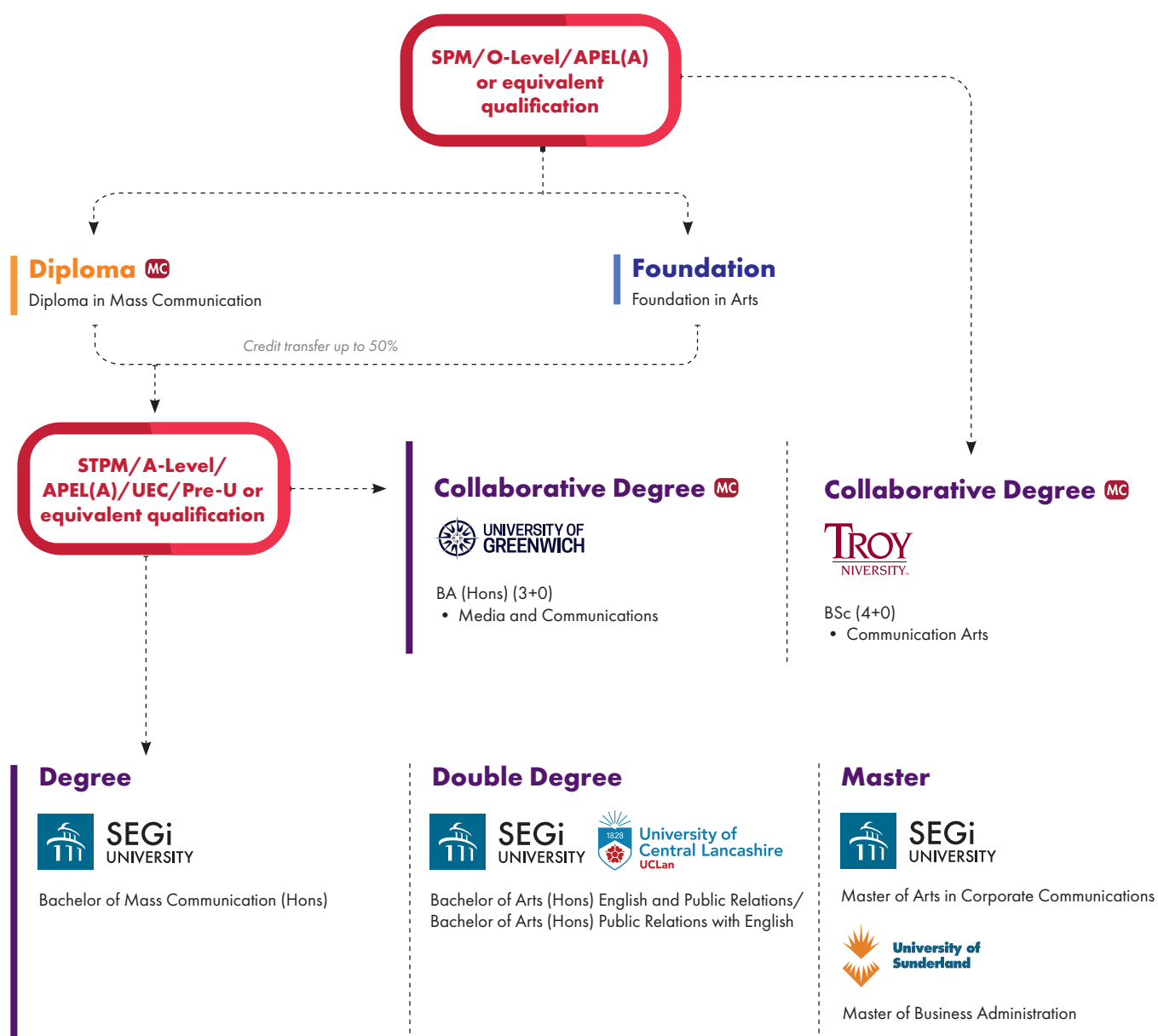
Imbued with a celestial-sounding motto – “Ex solo ad solem”, which translates as “From the Earth to the Sun”, the university’s academic portfolio includes over 400 undergraduate programmes and 200 postgraduate courses.

Hailed for its high student satisfaction in the recent International Student Barometer survey, UCLan’s impressive reputation as a regional economy powerhouse testifies over 1,000 students and graduates who have started a business or embarked on self-employment.

- **Top 7% of universities worldwide** in the Centre for World University Rankings 2021-22.
- **Leading UK university for entrepreneurship** (based on the number of start-up businesses they have incubated that are still active after three years of trading) in the **HEBCIS 2016-17 survey**
- Top university in the North of England for producing start-up businesses; **ranked 5th** overall in the UK (Tide, 2021)
- Ranked **108th** in the Times University Guide 2022
- Ranked **104th** in the Guardian University Guide 2023



STUDY ROUTE



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.

PROGRAMME MATRIX

Programme	Awarding Institution	Entry Requirements	Campus
Master of Arts in Corporate Communications KD (R/321/7/0153)(11/24)(MQA/FA2507)	SEGi University	<ul style="list-style-type: none"> Bachelor's Degree - min. CGPA of 2.50 Bachelor's Degree - min. of 5 years working experience in a relevant field) TOEFL - score of 600 OR its equivalent (International students) IELTS - score of 6.0 OR its equivalent (International students) 	Kota Damansara
Bachelor of Mass Communication (Hons) KD (R2/321/6/0109)(06/24)(MQA/A9854)		<ul style="list-style-type: none"> STPM - with a min. of Grade C (CGPA 2.00) in any 2 subjects and a credit in English at SPM level Unified Examination Certificate (UEC) with at least 5Bs Diploma - with a min. CGPA of 2.00 and a credit in English at SPM level Diploma - in Media and Communication or its equivalent Matriculation/Foundation - with a min. CGPA of 2.00 and credit in English at SPM level TOEFL score of 500 OR IELTS score of 5.0 (International students) A-Level - full pass (grade D) in 2 subjects, SPM credit English 	
Bachelor of Arts (Hons) in English and Public Relations/ Bachelor of Arts (Hons) Public Relations with English KD (R2/222/6/0020)(07/28)(MQA/FA0071)	SEGi University & University of Central Lancashire, UK	<ul style="list-style-type: none"> 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 Unified Examination Certificate (UEC) with at least 5Bs A Diploma or its equivalent, with a minimum CGPA of 2.00 and a credit in English at SPM or its equivalent; OR A Diploma in Media and Communication or its equivalent; OR Matriculation/Foundation or its equivalent, with a minimum CGPA of 2.00 and credit in English at SPM or its equivalent. 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. A-Level - full pass (grade D) in 2 subjects, SPM credit English 	
BA (Hons) Media and Communications (3+0) SJ (N/213/6/0347) (11/24) (MQA/PA12173)	University of Greenwich, UK	<ul style="list-style-type: none"> UEC with 5 credits STPM with Grade C in 2 subjects A-Level with passes in 2 subjects Matriculation / Foundation or equivalent SAM / AUSMAT with min. ATAR 60 SKM Level 5 Diploma MQA-APEL T6 <p>Additional Requirements Credit in English at SPM / O-Level or equivalent</p>	Subang Jaya
Diploma in Mass Communication KD (R3/321/4/0044)(10/29)(MQA/A8052) SJ (R2-TVE1/321/4/0238) (09/27) (A7802) KL (R2/321/4/0071) (09/23) (A9370) SWK (R2/321/4/0180) (03/26) (A6860)	SEGi College	<ul style="list-style-type: none"> SPM / O-Level or equivalent with 3 credits UEC with 3 credits SKM Level 3 Related Certificate or equivalent MQA-APEL T4 <p>Additional Requirements Credit in English at SPM / O-Level or equivalent</p>	Kota Damansara Subang Jaya Kuala Lumpur Sarawak
Foundation in Arts KD (R2/010/3/0406) (07/26) (MQA/FA0193) SJ (R2/010/3/0541) (07/26) (MQA/FA0452)	SEGi University / SEGi College	<ul style="list-style-type: none"> SPM / O-Level or equivalent with 5 credits UEC with 3 credits 	Kota Damansara Subang Jaya

MASTER OF ARTS IN CORPORATE COMMUNICATIONS

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

- 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

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(R2/321/6/0109)(06/24)(MQA/A9854)

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



SEGi
UNIVERSITY

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)

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



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*



GAINING A CREATIVE & CRITICAL EDGE TO MEDIA

- *Subjects and syllabus focused on the digital future*
- *Distinct focus on critical and creative thinking*
- *Close collaboration with the industry*



BA (HONS) MEDIA AND COMMUNICATIONS

SJ [N/213/6/0347](11/24)[MQA/FA12173]

Programme Modules

Year 1

- Introduction to Mass Communication
- Digital Realities (Part 1)
- Visual Communication in Context (Part 1)
- Media Technologies (Part 1)
- Creative Communication (Part 1)
- English 1
- Digital Realities (Part 2)
- Visual Communication in Context (Part 2)
- Media Technologies (Part 2)
- Creative Communication (Part 2)
- English 2
- Management Information System
- Entrepreneurship

Year 2

- Media Context (Part 1)
- Communication Research (Part 1)
- Datascape: Data and the Web (Part 1)
- Rethinking Documentary (Part 1)
- Media Context (Part 2)
- Communication Research (Part 2)
- Datascape: Data and the Web (Part 2)
- Rethinking Documentary (Part 2)
- Penghayatan Etika dan Peradaban / Falsafah dan Isu Semasa (International students)
- Falsafah dan Isu Semasa (Local students)
- Bahasa Melayu Komunikasi 2 (International students)
- Penghayatan Etika dan Peradaban (Local students)
- Design Thinking / Bahasa Kebangsaan A*
- Malaysia Society 5.0

Year 3

- Mediated Environment
- Dissertation
- Working in Creative Industry (Internship)
- Personal Health Management
- Community Engagement

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



Career Opportunities

Popular career options for our media and communications graduates include roles with in-house communications teams, public relations, marketing, content management and social media.

DIPLOMA IN MASS COMMUNICATION

KD (R3/321/4/0044)(10/29)(MQA/A8052) • SJ (R2-TVET/321/4/0238) (09/27) (A7802) • KL (R2/321/4/0071) (09/23) (A9370) • SWK (R2/321/4/0180) (03/26) (A6860)

Programme Modules

Year 1

- Introduction to Mass Communication
- Videography
- Fundamental Photography
- General Language Training
- Media Law & Ethics
- Media Studies
- Bahasa Melayu Komunikasi 1 (International students)
- Malaysia Studies 2 (For Local Students)
- Digital Graphics
- Business Communication
- Presentation Skills
- Advertising Principles
- Growth Mindset
- Bahasa Kebangsaan A*

Year 2

- Introduction to e-Marketing
- Public Relations
- Academic English
- Documentary and Photojournalism
- Human Communication
- News Reporting
- Journalism
- Industrial Revolution 4.0 in Malaysia
- Visual Analysis
- Film Appreciation
- Copywriting
- Communication Research
- Co-Curriculum Management

Year 3

- Industrial Training
- Final Year Project

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

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.

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



FOUNDATION IN ARTS

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

Programme Modules

Semester 1

- General Language Training
- Computer Application
- Introduction to Business
- Mathematics
- Statistics*

Semester 2

- Academic English
- Elective 1
- Elective 2
- Elective 3
- Elective 4

Semester 3

- Public Speaking
- Critical Thinking Skills
- Principles of Economics
- 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

*ODL Mode

FOUNDATION IN ARTS

SJ [R2/010/3/0541] [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.

NURTURE YOUR PASSION IN COMMUNICATION WHILE KEEPING YOUR OPTIONS OPEN

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





SEGi University (100589-U)

☎ 603 6145 1777 ☎ 011 1501 8838

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

Regional Centre:

SEGi University Regional Centre, Johor Bahru

☎ 607 235 9188 ☎ 010 313 0303

The best in you, made

POSSIBLE

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SCAN HERE

