

ENGLISH &
PUBLIC RELATIONS



PUBLIC RELATIONS & ENGLISH



SEGi
University &
Colleges

BACHELOR OF ARTS (HONS) ENGLISH AND PUBLIC RELATIONS



SEGi UNIVERSITY & UNIVERSITY OF ST MARK & ST JOHN (MARJON), UK

Public relations mould the public's perception of an organisation, person or brand, through a brilliant mix of communicative strategies. Successful public relations can enhance an organisation's reputation, boost its brand recognition, increase its competitiveness and enhance its market share. Effective public relations can even turn around a flagging company, brand or personality.

We believe that a good command of the English language coupled with a strong grasp of the subtleties and nuances of the language are essential ingredients in impactful public relations messages. Discover the power of the English language in influencing and shaping perception. Master the English language to convey just the right mix of emotions and persuasion in your speeches and writings. Change the way others see you, your employer, your employees, and your company through your literary and linguistic expertise, and your knowledge of the strategies and best practices in public relations.

The programme is a double major degree with a dual award from the University Of St Mark & St John (MARJON) that aims to produce quality public relations practitioners with a sound command of the English language for government, corporate and non-profit organisations. In the English major, students analyse the use of the English language in literary texts and the inter-relationships of language and society. The Public Relations major arms students with knowledge of strategies and practices of successful public relations campaigns, and provides them with opportunities to use their knowledge of the literary and linguistics features of the English language to craft a range of public relations speeches and writings.

Programme Modules

Level 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 ●
- World Englishes
- General Psychology
- Visual Communication

Mata Pelajaran Pengajian Umum:

- Hubungan Etnik / BM Komunikasi
- Tamadun Islam & Asia / Malaysian Studies
- Effective Listening
- Personal Health Management
- Kokurikulum

Level 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
- Southeast Asian Literature in English
- Crisis Management
- Quantitative and Statistical Methods
- Entrepreneurship
- Environmental Management and Technology

Level 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

Intakes

February, July, September

Duration

- 3 years (for STPM, A Levels, Foundation, UEC or equivalent graduates)
- 2 years (Diploma holders in a related field may gain direct entry to Year 2. Subject to approval)
- Students who enter directly to Year 2 are not eligible for the Dual Award
- Student entry to Year 2 require bridging subjects.

Entry Requirements

- STPM with 2 principals; or
- A Level with a Pass in at least 2 subjects; or
- Pass foundation programme in a related area; or
- Pass Unified Examination Certificate (UEC) with at least 5Bs; or
- Pass any diploma in a related field; or
- Other equivalent qualification recognised by the Malaysian Government; or
- Other equivalent qualification recognised by SEGi University Senate

Career Opportunities

Public relations is a fast-growing, exciting, and challenging profession worldwide. You will be working with high-profile public figures and corporate leaders in building, enhancing and re-engineering reputations for businesses, brands, services and personalities. Or you may opt for the more altruistic route of working for government and non-profit organisations. Your options include working as 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. Career opportunities also include private positions as PR agents for celebrities and politicians. You could also consider a career in education as a lecturer, professor and researcher in English language, linguistics, literature and public relations.