

Diploma in

MASS COMMUNICATION

(MQA/PA 1425)

Subjects

- English 1
- IT Applications
- Introduction to Mass Communication
- Introduction to Management
- Principles of Marketing
- English 2
- Introduction to Advertising
- Mass Media & Society
- Broadcasting
- Journalism 1
- Organisational Behaviour
- Digital Photography
- Communication Technology
- Journalism 2
- Consumer Behaviour
- Visual Communication
- Public Relations
- Media Planning
- Advertising Copy Writing
- Public Relations Practices in Malaysia
- Integrated Marketing Communication
- Media Ethics
- Business Communication
- Presentation Skills
- Communication Law
- Entrepreneurship
- Internship
- MPU**
- Success Programme
- Personal Development & Branding
- Community Service
- Pengajian Malaysia 2
- Bahasa Melayu Komunikasi 1 (Int)
- Bahasa Kebangsaan A

Your first step to Success

Our Diploma in Mass Communication offers students an in-depth understanding of mass communication as used in today's dynamic world. The programme covers a broad range of topics under mass communication, thus giving students access to a wide range of industry-relevant skills. It combines contemporary theories with practical issues, all of which serve to develop graduates who are highly competent.



Sender



Information



Receiver



Why are we unique?

- Our programme offers tracks in print journalism, broadcast and electronic journalism, PR and advertising.
- The faculty houses a newsletter production and in-house video production of all College celebrations and events for hands-on training.
- Comprehensive and modern facilities with the most up-to-date equipment. Our Broadcasting Studio, Mass Communication Studio and Photography Lab are exclusively designed for maximum learning outcomes
- Our unique combination of liberal studies education and professional training provides students with almost limitless career options

Our University Partners



Contact Us

Kuala Lumpur : **+1800-88-0625**
Sabah : **+088-486522**



www.erican.edu.my
ask@erican.edu.my

twitter.com/EricanCollegeMY
instagram.com/ericancollege

Address

Main Campus
Block C, First Floor, Megan Avenue II Jalan Yap Kwan Seng, 50450, Kuala Lumpur

Sabah Office
2nd Floor Lot 2-55, Asia City Complex Phase 2, 88000, Kota Kinabalu, Sabah, Malaysia



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Activities

We offer great hands-on learning



Our lecturers are always available and stay connected with students



Our facilities are fully equipped with the latest technology



Educational trips to external seminars and relevant organizations



Public Relations Manager

Morning Anchor

Creative Media Specialist

Social Media Manager

Publisher

Career Opportunities

Feature Writer

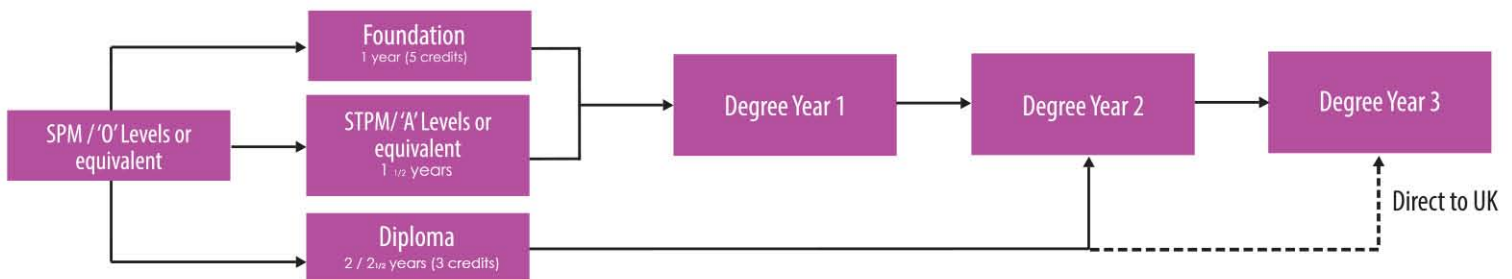
Producer

Editor in Chief

Online Journalist

Talk show host

Academic Pathway



Degree Pathways

- BA(Hons) Media & Communication Studies
- B. Applied Arts (Hons) Cinematography

Entry Requirements

- SPM / 'O' Levels or equivalent 3 credits
- UEC3Bs
- 2 principle passes in STPM/'A' Levels or equivalent

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