



MASS
COMMUNICATION

FROM ASIA'S FINEST TO THE WORLD'S ELITE

YOUR FUTURE BUILT TODAY

At INTI, our mission is to bridge the needs of tomorrow through the competencies our students gain today, empowering them to become the leaders, innovators and game changers of the future. We are committed towards ensuring our students gain the competencies needed for the workplace of the future, and to work alongside the digital transformations driving today's global businesses in the **Fourth Industrial Revolution**.

RANKED IN THE **TOP 600** UNIVERSITIES IN THE WORLD



RANKED IN THE **2023 QS WORLD UNIVERSITY RANKINGS: ASIA**



35+
years of empowering young minds

4
campuses across Malaysia

13,000+
students currently served

1,000+
employees nationwide

86,000+
graduates whose lives we have touched

INTI GRADUATE EMPLOYABILITY SURVEY 2017 VALIDATED BY BDO

99%

of INTI graduates are employed within **6 MONTHS** of graduation

91%

of INTI graduates are **PAID HIGHER** than the market minimum average

60%

of INTI graduates **get job offers BEFORE** they graduate

WHY INTI?



800+ Industry Partners

INTI collaborates with more than 800 industry partners including local and global organisations such as IBM, Google, FedEx, Shell, Unilever, Intel, Microsoft, Huawei, SAS, DELL and more.



100% Internship Placement

Good academic results are no longer sufficient to ensure the employability of students, therefore work experience in the form of internships is steadily becoming more important.



1000+ World Class Employer Projects

More than 1000 world class employer projects since 2010



Broad Range of Innovative Programmes

Accredited by the Malaysian Ministry of Education, INTI offers a wide range of innovative programmes from Pre-University to Postgraduate programmes.



Career Development

INTI Leadership Series – One of INTI's signature events that features top leaders from highly successful companies speaking to INTI students on topics related to leadership, innovation, entrepreneurship and strategies relevant to today's business.



Beyond Academic

INTI provides an enriching experience that enables students to find their true passion through on-campus events and activities organised by numerous clubs and societies. Through these activities, students are able to enhance their soft skills and talents.



Vibrant Community

Immerse yourself in a diverse and vibrant international community of over 13,000 students from 100+ countries.



World-Class Facilities

Experience unparalleled learning and growth in our signature world-class facilities and enjoy top-notch sports and recreational amenities for your well-being.

SUCCEED GLOBALLY WITH THE INTI EDGE

THE INTI EDGE



We Are INTERNATIONAL

Our internationally recognised education will enrich you with the right skills and attributes to excel at whatever you do and wherever you go.

WORLD RENOWNED COLLABORATIONS WITH PRESTIGIOUS UNIVERSITIES

INTI offers exclusive franchise degrees and dual award degree programmes in partnership with some of the world's highest rated universities. These partnerships help to enhance your academic credentials and offer you access to some of the most prestigious institutions of higher learning globally.



INNOVATIVE Teaching & Learning

INTI integrates an array of proven approaches to teaching combined with revolutionary applications of technology in the classroom such as the innovative Canvas Learning Management System.



CANVAS LMS

Canvas is INTI's online Learning Management System (LMS), where a variety of built-in tools can be customised to provide students and lecturers with unique and accessible teaching and learning experiences.

This technologically advanced and user-friendly system provides an excellent platform to build interconnected and collaborative digital teaching and learning opportunities that foster a holistic educational experience. With Canvas desktop and mobile versions, learning can take place anywhere and at any time.

Supplementary Learning and Assessment Tools Used:

- RAPTIVITY: Interactive Building Software ranging from games, quizzes, simulations, presentations and more
- iSTUDIO: Personal Presentation System for real-time video production role-play



INDIVIDUAL Development

INTI endeavours to include practical experiences in every programme it offers. From practical workshops taught by local and international guest lecturers and industry practitioners who share the ins and outs of the working world, to hands-on practical projects initiated by potential employers.



THE MENTOR-MENTEE PROGRAMME

Expand your social circles and future horizons



PARENT / TEACHER MEETINGS

Get valuable feedback and grow



LINKEDIN

Building your personal brand and your link to a world of opportunities

COLLABORATION WITH INDUSTRY PARTNERS

Over the years, INTI has cultivated a strong engagement with multinational companies and large local organisations on diverse platforms to foster innovation curricula and develop future-ready graduates.



and many more



The platforms include:

- Industry Awards / Scholarships
- Employer Projects
- Boot Camps and Career Workshops
- INTI Leadership Series
- Faculty Industry Attachments
- Industry Advisory Boards
- Industry Skills Certifications
- Employer Centric Curricula
- Internships and Job Placements
- Coaching and Mentoring



MASTER THE ART OF COMMUNICATION

The ability to effectively get your point across to the masses is a powerful skill. These days, information can be searched with a few clicks of a mouse and the latest news can be shared and disseminated across the world within minutes of it happening, thanks to the power of mass communication. Mass Communication will train you in a wide array of disciplines that enables you to master the ability to craft and share messages with a global audience.

INTI offers various courses ranging from Diploma in Mass Communication to a Bachelor Degree in Mass Communications, in collaboration with the University of Hertfordshire, United Kingdom. Students who pursue this Degree will also have the option to complete their entire programme in Malaysia or transfer their credits and continue their studies at the University of Hertfordshire in the UK.

PRACTICAL EXPERIENCES AND INDUSTRY RELEVANT CURRICULUM

In keeping with INTI's educational philosophy to ensure students receive industry relevant curriculum, guided by experienced and industry-trained professionals, INTI firmly believes in integrating and incorporating a diverse array of practical course-related activities to its teaching delivery.

Students are also given collaborative internship opportunities at Malaysia's leading media agencies to expose them to real-world scenarios, e.g. challenge of developing and presenting advertising campaigns to management teams.

STUDY TRIPS AND VISITS

Students contemplating the option to complete their course at the University of Hertfordshire, UK, can firstly opt for an elective study trip and attend lectures and tutorials to familiarize themselves with the country prior to making their final decision. Students have also made one-day comprehensive tours to the National Film Development Corporation Malaysia (FINAS) to gain insights into film production and the technology used in the broadcasting industry.

MASS COMMUNICATION WEEK

This student-run and initiated campus-wide annual event addresses key issues in media and communication. Providing opportunities for students to develop their management and communication skills, students organise and implement the entire event from start to finish. In the past, the event welcomed some of Malaysia's most prominent figures to share their insights on mass communication issues. Luminaries such as Datin Paduka Marina Mahathir has taken the stage to speak at INTI International University while other talented individuals who have also given talks include Datuk Jake Abdullah, CEO of Astro Radio and Mark O' Read, a celebrated host on 8TV.

INNOVATIVE, INDUSTRY-RELEVANT LEARNING

Our faculty consists of industry professionals who have proven themselves to be acknowledged masters in their respective fields. This is also combined with a regularly assessed curriculum to ensure that every course is aligned with the needs of the industry. To enable students to maximise their learning experience, INTI employs the highly advanced Canvas Learning Management System, allowing students and lecturers to interact with each other via curated forums online, revisit course content at any time and also allows students to identify areas for improvement via advanced analytics.

FULLY EQUIPPED BROADCASTING STUDIO

Our campuses come with fully equipped broadcasting studios that incorporate the latest technology. This includes a full array of microphones, lighting solutions and video recorders from reputable manufacturers such as Sony, Sennheiser and Lowel. The studio also incorporates a comprehensive studio recording management system akin to that used in broadcasting stations worldwide that enables students to gain hands-on experience into the work that goes into creating TV productions for broadcasting. With this fully equipped station, students are able to create a diverse array of productions for course work ranging from live reporting to full-on video productions from start to finish.



ABOUT UNIVERSITY OF HERTFORDSHIRE, UK

The University of Hertfordshire, UK, is an exemplar in the education sector and achieved the top gold ranking in UK's Teaching Excellence Framework (TEF) 2018. University of Hertfordshire is committed to giving its overseas students the best experience possible and with more than 5,200 international students from over 100 countries, students will never feel alone at the University. At its School of Humanities, University of Hertfordshire provides students with exceptional learning opportunities and innovative courses taught by staff who are cutting edge of their subjects. Studying at University of Hertfordshire is about exploring, interpreting and enjoying different aspects of UK culture. University of Hertfordshire is proud to have created a flexible, supportive learning community where students are always encouraged to be intellectually ambitious and creative. Students will also have the opportunity to develop excellent transferable skills and even further study abroad, giving them a real career advantage.

University of Hertfordshire **UH**



DIPLOMA IN MASS COMMUNICATION

This is a two-year programme that emphasises highly practical, industry-relevant curriculum that prepares graduates for positions in a variety of fields in Mass Communication. The course offers multiple electives and includes modules that are usually taught at higher levels to ensure that graduates gain exceptional practical experience.

Highly Practical Curriculum

The Diploma in Mass Communication is currently the only programme of its level in Malaysia offering a mandatory module in radio and online podcasting that enables students to create, produce and ultimately host their own programmes online. Students are also taught scriptwriting as a course module by practicing professionals from the Malaysian television industry to ensure that students gain job skills of relevant value.

The programme also conducts regular collaborative efforts with local mass media leaders such as The Star newspaper, Astro and BFM 89.9 where invited representatives share insights into the current environment, needs and demands of their respective industries. Invited guest speakers also share their experiences in preparing for a career in these industries and how to write compelling resumes.

Value-added Workshops

To ensure well-rounded graduates, students can opt to attend workshops of various fields to add value to their academic achievements. Students have the opportunity to learn, gain hands-on experience and master industry critical products and software suite, such as the Adobe Premiere Pro CS6, which is widely considered the industry standard for digital video editing, Adobe Photoshop, Illustrator and InDesign for desktop publishing, and Audacity for editing sound and music tracks.

BACHELOR OF ARTS (HONOURS) MASS COMMUNICATIONS 3+0

in collaboration with University of Hertfordshire, UK

The Bachelor of Arts (Honours) Mass Communications 3+0 is a 3-year and 12 weeks generalist degree that enables students to pursue a rewarding career in mass communication across a variety of industries. The course offers a solid grounding in various aspects of mass communication, including journalism, film, digital media and advertising as well as immense practical experience via courses in videography, magazine design, news/features editing and a final year project with an employer.

Students can complete the entire course locally in Malaysia, or transfer credits and complete their course at the prestigious University of Hertfordshire, UK. Throughout the duration of the programme, INTI students can gain access to the full range of University of Hertfordshire resources including recorded lectures which can be viewed online and much more. Students also have privileged access to INTI's fully equipped broadcasting studio to complete aspects of their course work as needed. Upon completion of this course, either locally or at Hertfordshire, students will be recognised with qualifications that are equal to those conferred by the University of Hertfordshire.

As part of their programme, students are required to engage and work on a final project with a recognised industry partner. Students will undertake the project in a manner akin to a real-world project pitch by reviewing the issues faced by the employer, developing a proposal and solutions before presenting it to the employer.

BACHELOR OF MASS COMMUNICATION (HONS)

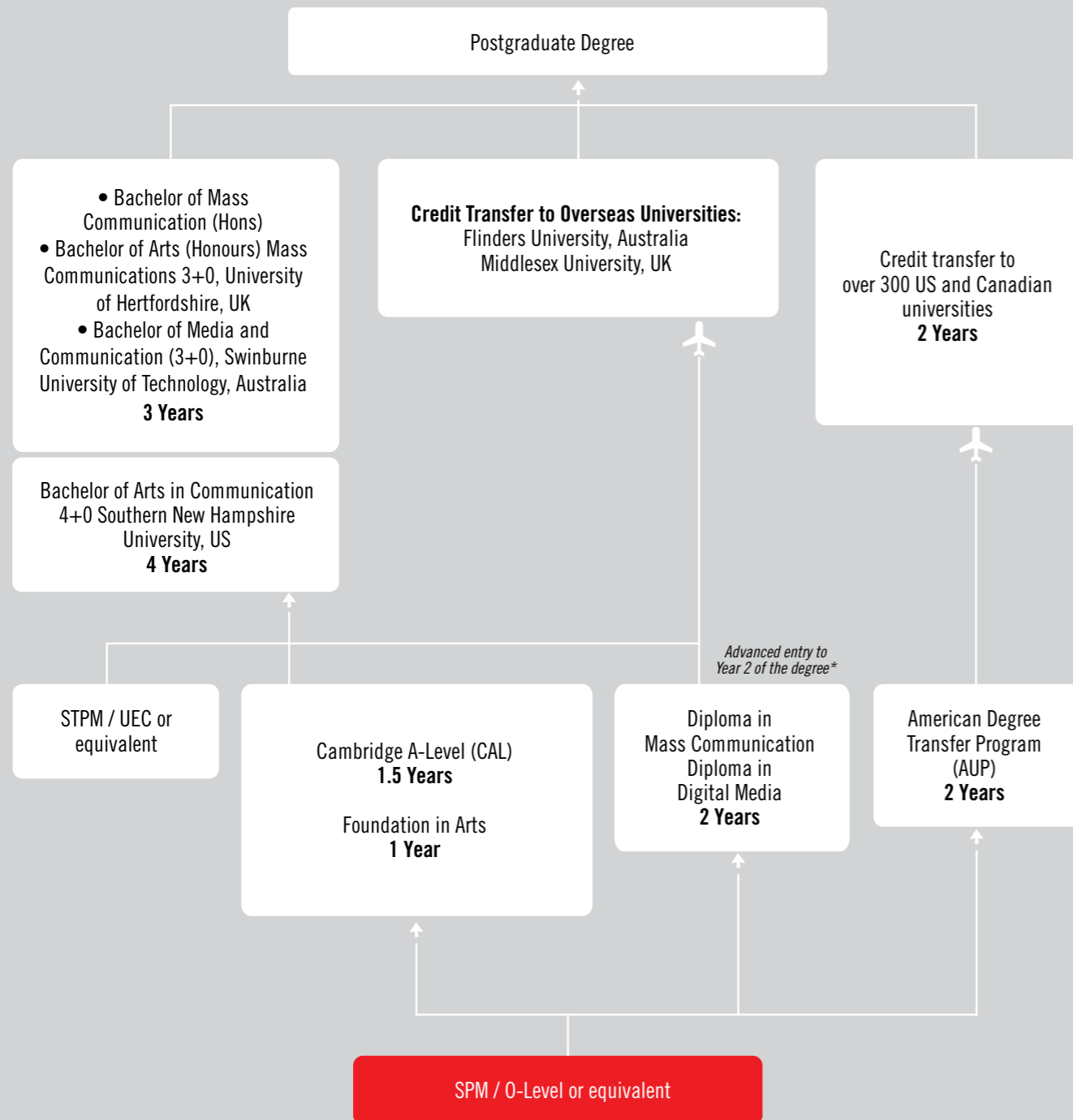
in collaboration with University of Hertfordshire, UK

The programme is developed by INTI in collaboration with industry professionals and endorsed by the University of Hertfordshire. The advantage of its dual nature broadens the prospects of students in various countries and establishments.

Students initially undertake and study a core range of skills and subjects in a holistic approach that encompasses both theoretical and practical skills such as Communication Technology, Social Psychology and Professional Development. Students are then given options to specialise in one of four different areas: Advertising, Journalism, Public Relations and Broadcasting. In addition, all students are tasked to master a new language, such as Japanese, French, German or Mandarin, to prepare them for a competitive globalised industry.

Each of the four specialised subject areas offers a robust practical element which consists of an extended employer project. This element of the course is a hands-on project conducted with industry partners to assist in addressing key concerns faced by them. Students have the opportunity to work together as a multi-disciplinary team with those from other specialisations to solve challenging issues in a manner akin to working professionals.

INTI MASS COMM PATHWAY



* Subject to entry requirements and credit transfer mapping.

ENTRY REQUIREMENTS

Diploma in Mass Communication/ Digital Media

SPM / SPMV / O-Level:
3 credits including English

UEC:
3Bs including English

STPM:
Pass STPM or its equivalent with minimum Grade C (GP 2.00) in any subject and credit in English at SPM level or its equivalent

STAM:
Pass STAM with minimum grade Maqbul and credit in English at SPM level or its equivalent

Certificate:
Pass Certificate in related field with minimum CGPA 2.00 and credit in English at SPM level or its equivalent

Certificate in Media and Communication:
Pass Certificate (Level 3 MQF) in Media and Communication field or equivalent Certificate Level with minimum CGPA 2.00 and credit in English at SPM level or its equivalent.

(Note: Credit in English at SPM or equivalent level can be exempted if the entry qualification have an English subject and the achievement is equivalent or higher than Credit in SPM.)

SKM:
Level 3 and pass SPM with a credit in English

Other:
Equivalent qualifications recognised by the Malaysian Government

Bachelor of Arts (Honours) Mass Communications 3+0 in collaboration with University of Hertfordshire, UK

Diploma:
In relevant fields with minimum CGPA of 2.0

STPM:
A minimum of two passes at minimum Grade C+ (GP 2.33)

A-Level:
A minimum of 2 full passes totalling 80 UCAS points

Foundation:
Successful completion of a relevant Foundation / Pre-U programme with CGPA 2.00

UEC:
5Bs including a credit in English

SAM:
Pass 5 subjects with ATAR 65%, a pass in English and no subject below 10/20

NSW HSC:
Minimum 10 units with ATAR 65%, a pass in English and no subject below 50%

International Baccalaureate (IB):
Minimum 24 points with at least 4 points for SL English

CPU:
Minimum 6 Year 12 passes with an average of 65% and pass in English at Grade 12

Equivalent qualifications to be assessed by the Head of Programme in liaison with the Collaborative Partnership Leader from the School of Humanities

English Language Requirements Required by Partner University / School

IELTS:
Score of 6.5 (with no less than 5.5 in any band)

TOEFL:
79 with band scores of reading 18, writing 17, listening 17, speaking 20

Cambridge English First (also known as First Certificate in English):
176 overall with a minimum of 162 in each component

PTE:
63 with no less than 42 in any band

MUET:
4.0

SPM:
Grade C

An equivalent qualification in English Language

Bachelor of Media and Communication (3+0) in collaboration with Swinburne University of Technology, Australia

STPM:
Pass 3 subjects in STPM with minimum CGPA 2.50. SPM 1119 with a minimum grade C or MUET – Band 4 or other recognised English programmes

A-Level:
Minimum value of 8 must be achieved in 3 subjects at A Levels. (Minimum grade C in IGCSE English plus completion of A Level – study must be completed not more than two years prior to commencing study at Swinburne) (Grades for A Levels: A*=6, A=5, B=4, C=3, D=2, E=1)

UEC:
Pass UEC with 5Bs and Average of best 5 subjects - Score of 5 and below. E.g. Student obtains the following marks for best 5 subjects: B4, B3, B3, B4, B6. Total score is: 4 + 3 + 3 + 4 + 6 = 20. Average score = 20/5 = 4 (A1: 100 - 85; A2: 84 - 80; B3: 79 - 75; B4: 74 - 70; B5: 69 - 65; B6: 64 - 60; C7: 57 - 55; C8: 54 - 50; F9: 49 - 0)

Australian Senior High School Certificate:
Minimum Australian Tertiary Admission Rank (ATAR) of 60. Score of 30 in EAL (English as Alternate Language) for Victorian Certificate of Education (VCE), or equivalent

INTI Foundation:
Average of 60% (CGPA 2.40). (Average 60% in English units. Study must be completed not more than two years prior to commencing study at Swinburne)

Foundation:
Average of 65%. (Average of 70% in English units. Study must be completed not more than two years prior to commencing study at Swinburne)

INTI Diploma:
Completion of Diploma with an average of 60% or completion of Diploma in Mass Communication. (English requirements: Study must be completed not more than two years prior to commencing study at Swinburne)

Diploma:
Average of 60% (CGPA 2.40). Having completed a minimum 2 years of Diploma with English as a medium of instruction. (English requirements: Study must be completed not more than two years prior to commencing study at Swinburne)

(Note: Students need to obtain a credit in English at SPM level or equivalent.)

Bachelor of Mass Communication (Hons)

Foundation:
Completion of Foundation Programme, credit in English at SPM level

UEC:
5Bs including English

STPM:
Grade C in 2 subjects or CGPA 2.00, credit in English at SPM level

A-Level:
2 Grade Ds in 2 subjects or CGPA 2.00, credit in English at SPM level

SACE:
5 subjects with ATAR 55

NSW (HSC):
10 units with ATAR 55
Australian Year 12:
4 or 5 passes with ATAR of 55

Australian Degree Transfer Programme (ADTP):
Completion of ADTP

Matriculation/Pre-University:
Completion of Matriculation/
Pre-University programme with minimum CGPA of 2.0, credit in English at SPM level

Diploma:
Completion of Diploma in relevant fields with minimum CGPA of 2.0, credit in English at SPM level

Others:
Equivalent qualifications as recognised by the Malaysian Government

Bachelor of Arts in Communication 4+0 in collaboration with Southern New Hampshire University, USA

SPM/O-Level:
Pass with 5 credits including a credit in English at SPM / Cambridge IGCSE First Language English (0500) and a pass in Mathematics or any equivalent qualification.

STPM/A-Level:
2 passes and a credit in English

Foundation:
Completed recognised Foundation Programme

UEC:
5Bs

SAM:
5 subjects with ATAR 55 (equivalent to TER 55), no subject below 10/20

HSC:
Minimum 10 units with ATAR 55, no subjects below 50
Tertiary Education Examination (TEE):
5 subjects with a minimum aggregate of 279

Canadian Pre-University:
Pass 6 subjects with average 55

Australian Year 12:
Average 55

NSW HSC:
Pass in 5 subjects

Monash University Foundation Year (MUFY):
Minimum 60% in 4 subjects

International Baccalaureate (IB) Diploma:
Pass IB Diploma

Matriculation:
Pass Government Matriculation

Diploma:
Minimum CGPA 2.50 (if SPM 3 credits) or CGPA 2.0 (if SPM 5 credits)

English Language Proficiency

SPM CEFR: B2 or above

SPM English (1119): C or above

IGCSE / O-Level: C or above (only Cambridge IGCSE First Language English (0500) is accepted)

UEC: A

TOEFL: 520/190/68

IELTS: Band 6.5

O-Level: Minimum credit

Foundation in Arts

SPM/O-Level/Equivalent:
5 credits

UEC/Equivalent:
Pass UEC with 3 subjects at grade B

*Students who do not meet the English Language requirements or equivalent are required to take ENGO99S (Fundamentals of Writing) and pass with a minimum Grade C. Students may take 2 subjects in the SNHU degree programs together with ENGO99S with the advice from the Program Coordinator. The 3 credits received from ENGO99S will not be counted in the "128 credits" required for graduation.

**English as a Second Language (ESL) is not accepted as an entry requirement.

FOUNDATION IN ARTS

This programme is specially designed to prepare students for the field of communication. It also has few subjects that allows students to venture into Business, Psychology and Sociology. There are four major communication subjects to enhance understanding in the field of communication. As these subjects are also substantial in the business degree programme, students have the option to choose electives or pathway of Business or Psychology. Students are also given an insight into creative and critical side of writing to prepare them for an ultimate unique career.

Learning approach

We employ various active learning methodologies, including Problem-based Learnings. Group discussions and projects are also incorporated to help students develop academically in areas such as study skills, presentation skills, research skills and time management skills, which are crucial for academic success. These will further enhance students critical and analytical skills, preparing them for tertiary studies and the demanding workplace.

Assessment

Assessment of individual courses in the Foundation programme consists of two components:

- Continuous coursework (50%)
- Final examination (50%)

The continuous coursework component comprises different assessment tasks such as group projects, assignments, laboratory work, presentations, tests and others throughout each semester. The final examination is conducted at the end of each semester. Assessments are subject to quality assurance procedures to maintain high standards and ensure fair assessment.

Offered at

INTI International University
(R3/010/3/0092)(04/28)(A8768)

INTAKES: JAN, MAY & AUG

INTI International College Subang
(R/010/3/0341)(04/25)(MQA/FA 5600)

INTAKES: JAN, APR & AUG

Duration

1 Year

Programme structure

Level 1

- Basic Computing
- English Language Skills 1
- English Language Skills 2*
- Fundamental of Business Management
- General Studies
- Introduction to Business Studies
- Human Communication
- Introduction to Intercultural Communication
- Introduction to Mass Media
- Self-Development Skills
- Skills for Creative Thinking

Electives**

(Choose ONE combination)

- Basic Sociology#
- Digital Communication
- Fundamentals of Psychology#
- Macroeconomics
- Microeconomics
- Visual Communication

Combination 1

- Digital Communication
- Visual Communication

Combination 2

- Microeconomics
- Microeconomics

Combination 3

- Basic Sociology#
- Fundamentals of Psychology#

Students with higher qualifications (e.g. STPM, A-Level, Foundation, Diploma) may be granted credit transfer and advanced standing. All exemptions will be reviewed and subjected to the approval from INTI International University & Colleges and its partner universities.

For international student :

If the student does not have the required English proficiency, the student must sit for the English Placement Test (EPT) at INTI.

If the student does not pass the EPT, he/ she will be required to take a full semester of Intensive English at INTI International University & Colleges before being admitted into the full degree programme.

Only available in INTI International University

*Prerequisite applies

** For offering of electives, please consult the Head of Programme..

DIPLOMA IN MASS COMMUNICATION

This is a broad-based diploma course that covers Public Relations, Advertising, TV Production, Journalism, Graphic Communication and Marketing. It offers students a wide area to explore and discover where lies their true passion. With hands-on assignment backed by theory, students find it easier to choose a major for their degree or decide on a career. Students have the opportunity to gain experience through structured internships in this programme. We also bring the industries into the classroom, allowing students to understand and interact closely with the industries they will be part of in the future. By implementing Employer Lecturer and Employer Project initiatives, we reduce the gap between the industries and students.

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

** For offering of electives, please consult the Head of Programme.

Highlights

- Covers all areas of Mass Communication
- Hands-on experience backed up by theory
- Structured internship at diploma level
- Real-world exposure through participation in global events and projects
- Support from seniors
- Industry exposure in the classroom

Career opportunities

Public Relations Practitioner / Executive, Corporate Communications Executive, Account Management, Planner, Copywriter, Project Management, Customer Relationship Management (CRM), Branding Executive, Assistant Producer, Script Writer, Media Analyst, Media Planner, Media Buyer, Journalist, Junior Writer, Feature Writer, Sub Editor

Offered at

INTI International University
(R/321/4/0189)(09/27)(MQA/FA5689)

INTAKES: JAN, MAY & AUG

INTI International College Subang
(R2/321/4/0175)(11/25)(A6491)

INTI International College Penang
(R2/0323/4/0004)(10/28)(MQA/FA3583)

INTAKES: JAN, APR & AUG

Duration

2 Years

Programme structure

Core Modules

- Advertising Strategies and Planning
- English for Academic Purpose
- Fundamentals of Marketing
- Graphic Communication
- Human Communications
- Integrated Marketing Communication
- Introduction to Communication Research
- Introduction to Journalism
- Introduction to Video / TV Production
- Mass Communication and Theories
- Media Law and Ethics
- Media Issues and Content
- News Writing
- Principles of Advertising
- Principles of Public Relations
- Public Relations Strategies
- Public Speaking
- Radio and Podcast Production
- Screen Production Techniques
- Screen Writing
- Digital Media Communication
- Practical Component - Mass Communication

Electives**

(Choose one)

- Introduction to Business
- Photography
- Film Criticism

MPU Subjects (For University)

1. Compulsory

- Appreciation of Ethics and Civilisations (Local students) / Communicating in Malay 1B (International students)
- Integrity and Anti-Corruption
- Co-curriculum
- Bahasa Kebangsaan A*

2. Electives (choose one)

- Green Future Malaysia
- Media Literacy for Personal Branding

MPU Subjects (For Colleges)

- Green Future Malaysia / Bahasa Kebangsaan A*
- Co-curriculum
- Integrity and Anti-Corruption
- Appreciation of Ethics and Civilisations (Local students) / Communicating in Malay 1B (International students)

DIPLOMA IN DIGITAL MEDIA

The Diploma in Digital Media aims to prepare versatile, and competent digital media practitioners by providing the most up-to-date technology and experiences in a fully digital environment that replicates the industry standards.

As an industry-driven course, this programme teaches students industry standard software, production protocol and allows students to expand their creative potential through the combination of theories and practical work in many aspects of new media.

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

Career opportunities

Digital Media Creator, Digital Media Freelancer, Content Creator, Digital Media Specialist, Broadcaster, Radio Producer, Podcast Creator, Public Relations Executive, Advertising Executive, Digital Video Producer

Year 1

- English for Academic Purpose
- Public Speaking
- Fundamentals of Marketing
- Mass Communication and Theories
- Introduction to Communication Research
- Digital Storytelling
- Digital Media Communication
- Human Communications
- Digital Audio Communication
- Introduction to Video/TV Production
- Digital Visual Communications
- News and Feature Writing (Elective)
- Photography (Elective)
- Film Criticism (Elective)

Year 2

- Screen Production Techniques
- Screen Writing
- Graphic Communication
- Digital Media Analytics
- Media Law and Ethics
- Integrated Marketing Communication
- Radio and Podcast Production
- Editing for TV and Film
- Digital Media Advertising
- Entrepreneurship in the Creative Industry
- Practical Component: Mass Communication

MPU Subjects

- Green Future Malaysia/Bahasa Kebangsaan A*
- Co-Curriculum
- Integrity and Anti-Corruption
- Appreciation of Ethics and Civilisations (Local Students) / Communicating in Malay 1B (International students)

Offered at

INTI International College Subang
(N/321/4/0263)(04/2026)(MQA/PA14517)

INTI International College Penang
(N/321/4/0267)(08/2026)(MQA/PA14718)

INTAKES: JAN, APR & AUG

Duration

2 Years

BACHELOR OF MEDIA AND COMMUNICATION (3+0)

in collaboration with



The partnership between Swinburne and INTI aims to build on this successful relationship by providing access to transnational resources, study trips, semester abroad programmes, as well as seamless transfer opportunities for both Malaysian and Australian students between Peninsular Malaysia, Sarawak and Melbourne.

Our graduates are spread around the globe and work for some of the most dynamic organisations, from start-ups and not-for-profits to multinationals.

A degree from Swinburne means you'll have the prestige of a globally renowned university paired with the confidence that comes from genuine workplace experience.

Programme Structure

The Bachelor of Media and Communication is designed to prepare students for a career in the media, communications and multimedia industries. Students learn about how the media is evolving through an examination of issues such as ownership, control of the media and the impact of new media technologies on society. The course links theoretical and practical knowledge and skills needed to operate effectively in diverse settings in industry.

This programme encompasses a major in Social Media and Advertising with a minor in Digital Marketing. A major in Social Media and Advertising gives students a comprehensive understanding of social media platforms and learn how to analyse new and emerging media technologies and drive their use and innovation across industry.

Students are required to complete all the major and minor courses.

Professional recognition

Our advertising major is professionally accredited by the Media Federation of Australia.



Offered at

INTI International College Subang
(N/213/6/0353)(12/25)(MQA/PA14134)

INTI International College Penang
(N/213/6/0355)(07/26)(MQA/PA14749)

INTAKES: MAR & AUG

Duration

- 3 years inclusive of Internship (fast-track option). Students must achieve average 60% marks every semester
- 3 years + 12 weeks Internship

Major: Advertising

Gain vital knowledge and skills needed to succeed in the complex and creative world of advertising. Explore effective design and strategy, as well as advertising development, implementation and evaluation. Learn how to design advertisements that not only please clients but achieve the ultimate purpose of reaching the audience in the desired way.

Major: Social Media

Gain a comprehensive understanding of social media platforms within social, cultural and industry contexts. Learn how to analyse new and emerging media technologies and drive their use and innovation across industry.

Minor: Digital Marketing

Provide a better understanding of how digital technologies and platforms has significantly transformed the marketing paradigm, enabling organisations to more effectively and efficiently reach, connect and engage current and potential customers as well as the public at large. Graduates need to know how to use big data to forecast marketing trends, gain insights and inform strategy formation, implementation and evaluation.



BACHELOR OF ARTS (HONOURS) MASS COMMUNICATIONS 3+0

In collaboration with

University of Hertfordshire **UH**

The University of Hertfordshire bachelor's degree in Mass Communications offers students an opportunity to explore possibilities in Film, Journalism and more. Students will be able to critically examine films, learn to write like a journalist, study popular media and use software packages to design layouts for magazines and websites and be prepared to make full use of new media tools.

Highlights

- **Mirrors the entrepreneurial focus** of the University of Hertfordshire where students are granted access to online resource learning directly from the University
- **Dedicated industry project & coursework based modules** – 93% of the module focuses on industry-relevant competencies and students are also given an opportunity to work on an Employer Project.
- **Industry lecturers** – Top industry experts are brought into classrooms as guest lecturers
- **Industry workshops** – Workshops conducted by industry experts, with the aim of providing graduates with skill-sets that employers value
- **Soft skills workshops** – Industry experts conduct workshops on articulation, presentation skills and self-confidence.
- **Resume writing clinics and workshops** – Guidance in creating the right resume

Career opportunities

Graduates are equipped for a variety of careers such as Journalism, Marketing Communications Specialist, Film Critic, Entertainment Journalist, Social Media Executive / Manager or any other media-related position

Core Discipline Available

- New Media Publishing
- Journalism
- Film
- Media Cultures

Offered at

INTI International College Subang
(R/321/6/0074)(07/25)(MQA/FA3014)

INTAKES: JAN, APR & AUG

Duration

3 Years + 12 Weeks Internship

Programme structure

Year 1

- English for Mass Communication 1
- English for Mass Communication 2
- Visual Communication
- Introduction to Film Criticism
- Introduction to Film Theory
- Introduction to Journalism
- Introduction to Media Communications
- Journalism, Law and Ethics
- Global Media and Society
- Interactive Media

Year 2

- Film Production
- Journalism Skills: Features
- Journalism Skills: News
- Magazine Design
- Media in an International Context
- Research Methods in Media and Communications
- Video Feature
- Elective 1**

Electives 1** (choose one)

- Radio Journalism
- Social Media
- European Film and Television Style

Year 3

- Campaigns & Careers
- Digital Media
- E-Portfolio and Employer Relations
- Journalism Government and the People
- Media Project
- Online Journalism
- Elective 2**
- Elective 3**
- Internship

Electives 2** (choose one)

- Corporate Communications
- Film in the Global Age

Electives 3** (choose one)

- Television Drama
- Advertising

MPU Subjects

- Bahasa Kebangsaan A*
- Community Service
- Integrity and Anti-Corruption
- Design Thinking
- Appreciation of Ethics and Civilisations (Local students) / Communicating in Malay 2 (International students)
- Philosophy and Current Issues

Offered at

INTI International College Penang
(R2/0323/6/0005)(12/28)(MQA/FA4077)

INTAKES: JAN, APR & AUG

Duration

3 Years + 12 Weeks Internship

Programme structure

Year 1

- English for Mass Communication 1
- English for Mass Communication 2
- Visual Communication
- Introduction to Film Criticism
- Introduction to Film Theory
- Introduction to Journalism
- Introduction to Media Communications
- Journalism, Law and Ethics
- Global Media and Society
- Interactive Media

Year 2

- Film Production
- Journalism Skills: Features
- Journalism Skills: News
- Magazine Design
- Media in an International Context
- Research Methods in Media and Communication
- Video Feature
- Elective 1**

Elective** (choose one)

- Radio Journalism
- Social Media

Year 3

- Advertising
- Campaigns & Careers
- Corporate Communication
- Digital Media
- Internship
- Journalism Government and the People
- Online Journalism
- Media Project

MPU Subjects

- Bahasa Kebangsaan A*
- Design Thinking
- Community Service
- Integrity and Anti-Corruption
- Appreciation of Ethics and Civilisations (Local students) / Communicating in Malay 2 (International students)
- Philosophy and Current Issues

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

** For offering of electives, please consult the Head of Programme.

BACHELOR OF MASS COMMUNICATION (HONS)

In collaboration with

University of Hertfordshire **UH**

Students are taught to understand the characteristics and intricacies of the media's role in society, in order to convey messages effectively using critical thinking skills. They will master the art of developing key messages and writing news releases in a dynamic manner. Potential journalists will learn the impact of different news and their consequences on society. Taking up this degree can help students develop persuasive and creative skills as well as strengthen their competence in critical and analytical thinking, while upholding professional standards.

Highlights

- **Students who have successfully completed will receive a dual award:** A degree from INTI International University and a BA (Hons) Mass Media and Communication awarded by University of Hertfordshire, UK.
- **Basic management, marketing and/or computing knowledge and skills:** through Business, Management and Computing and IT courses
- **Four choices of specialities:** Broadcasting, Public Relations, Journalism, or Advertising
- **Exposure to different campaigns to build management skills**
- **State-of-the-art Media Centre** for practices
- **Internship opportunities** with organisations such as



Offered at

INTI International University
(R3/321/6/0039)(06/27)(A7709)

INTAKES: JAN, MAY & AUG

Duration

3 Years

Career opportunities

Advertising

- Account Planner
- Account Planning Supervisor
- Advertising Account Executive
- Advertising Account Manager
- Blogger
- Copywriter
- Editor

Journalism

- New Media Strategist
- Newscaster
- Online Journalist
- Print Journalist
- Reporter
- Sports Information Director

Public Relations

- Broadcast Journalist
- Campaign Manager
- Event Manager
- Media Planner
- News Writer
- Public Relations Executive
- Publicity Manager

Broadcasting

- Radio Commercial Producer
- Radio DJ
- Special Events Coordinator
- TV Anchor
- TV or Radio Editor
- TV or Radio Producer

Programme structure

Year 1

- Academic Writing
- Communication Technology
- Communication Theory
- Introduction to Mass Communication
- Introduction to Sociology
- Mass Media & Society
- Media Ethics
- Social Psychology

Year 2

- Communication Law
- Communication Research Methods
- Cross-Cultural Communication
- Introduction to Advertising
- Introduction to Broadcasting
- Introduction to Journalism
- Organisational Communication
- Principles of Public Relations

Year 3

- Final Year Project
- Media Management
- Development Communication

Specialisation

(Choose one)

Advertising

- Advertising Copywriting
- Creative Strategy Campaigns
- Integrated Marketing Communication
- Media Planning Analysis

Journalism

- Feature Writing
- News Reporting
- Publication Design & Production
- Digital Journalism

Public Relations

- Public Opinion
- Public Relations & Corporate Identity
- Public Relations Writing
- Special Event Production

Broadcasting

- Broadcasting Production
- Digital Video & Sound Technology
- TV Production Project
- Digital Post Production

General elective** courses

(Choose three)

- Consumer Behaviour
- E-Commerce Theory and Applications
- Desktop Publishing & Computer Graphics Editing
- Foundations of Business
- Foundations of Marketing
- Marketing Planning
- Organisational Behaviour
- Principles of Information Technology
- Web Design and Development with Multimedia
- Global Integrated Project

Communicative foreign languages

(Choose one)

- French
- German
- Japanese
- Mandarin

MPU Subjects (For University)

1. Compulsory

- Appreciation of Ethics and Civilisations (Local Students) / Communicating in Malay 2 (International Students)
- Philosophy and Current Issues
- Integrity and Anti-Corruption
- Co-curriculum
- Bahasa Kebangsaan A*

2. Electives (choose one)

- Corporate Social Responsibility
- Design Thinking
- Presentation Skills

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

** For offering of electives, please consult the Head of Programme.

BACHELOR OF ARTS IN COMMUNICATION 4+0

In collaboration with



Communicating effectively with co-workers, clients and the public requires expertise in oral, written and visual communications. The curriculum at Southern New Hampshire University helps you develop and deliver key messages to diverse audiences. You will learn communication theory and industry concepts, and build public speaking, presentation and interviewing skills. You will also gain knowledge with courses in business communication, graphic design and public relations through courses and minors in advertising, film, journalism, information technology or marketing.

You will also be exposed to key foundation knowledge in all fields of Communication, thereby enabling you to select the specific area in Communication in your career or graduate studies. Minors in Psychology or Business are available to enhance your understanding in any of these fields.

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

*** Please consult the Head of Program for more options of electives. Students can earn a minor in Psychology or other Business concentrations by utilizing their electives in their study plan*

Career Opportunities

Journalist, Editor, Media Planner/ Consultant, Editor, Brand Manager, Corporate Communications Specialist, Public Relations Director, Educator, Foreign Correspondent Specialist, Training and Development Director, Media Relations Specialist, Publications Editor, and more.

Offered at

INTI International College Subang
(R/321/6/0203)(06/28)(MQA/FA8163)

INTAKES: JAN, MAY & AUG

Duration

4 Years

Sample of Study Plan

General Education Core

- Applied Finite Mathematics
- College Composition I
- Environmental Issues
- Introduction to Ethics
- Introduction to Information Technology
- Introduction to Marketing
- Introduction to Psychology
- Introduction to Sociology
- Microeconomics
- Music and Meaning
- Professional Communication and Career Planning
- Sophomore Seminar
- Twentieth Century American Literature and Beyond
- Western Civilization Since 1500

Communication Core

- Advanced Public Speaking
- American Politics
- Business Communication
- Digital Toolbox
- Digital Video Production: Level I
- Exploring World Cultures/Mass Media
- Introduction to Journalism
- Public Relations
- Public Speaking
- Social Media
- Communication Studio
- Communication Capstone
- Communication Internship
- Plus 9 electives

Choose your electives** from the list below

- Abnormal Psychology
- Consumer Behavior
- Dictators in the Modern Era
- Global Financial System
- Lifespan Development
- Marketing Research
- Shakespeare
- Social Media & Marketing Communications
- Young America and more...

MPU Subjects

- Bahasa Kebangsaan A*
- Community Service
- Philosophy and Current Issues
- Appreciation of Ethics and Civilisations (Local Students) / Communicating in Malay 2 (International Students)
- Integrity and Anti-Corruption

AMERICAN DEGREE TRANSFER PROGRAM (AUP)

Having pioneered the introduction of American education more than 30 years ago, INTI has the most established American Degree Transfer Program (AUP) in Malaysia.

Students can choose from more than 300 US and Canadian universities. INTI students have been accepted into Ivy League and Ivy League Standard universities like the University of Pennsylvania, University of Michigan, University of Wisconsin, Purdue University and more.

Offered at

INTI International College Subang
(R2/210/6/0014)(09/24)(A5760)

INTI International College Penang
(R3/210/6/0018)(01/2026)(A7300)

INTAKES: JAN, MAY & AUG

Duration

2 Years

Program structure

This program enables students to complete up to 2 years of the degree studies at INTI before transferring to the US & Canada to complete their studies.

Popular majors (partial list) pursued by AUP students are:

- Advertising
- Communication
- Journalism
- Mass Communication
- New Media
- Public Relations
- Radio and Television

Popular universities for mass communication

US universities

- Michigan State University
- Ohio State University
- Oklahoma State University
- St. Cloud State University
- Southern New Hampshire University
- University of Central Oklahoma
- University of Hawai'i at Mānoa
- University of Kansas, Lawrence
- University of Missouri, Columbia
- University of Missouri, Kansas City
- University of Nebraska-Lincoln
- University of Washington
- University of Wisconsin-La Crosse
- University of Wisconsin-Madison
- Wichita State University
- Winona State University

Canadian universities

- University of New Brunswick
- University of Windsor

For more information, please refer to the American Degree Transfer Program (AUP) brochure.

HEAR WHAT OUR ALUMNI SAY



“I am grateful for INTI’s alumni-faculty relationships. My lecturers were always helpful and never let go of me as an alumnus even though I have left the university for some years now. As alumni, we could get any resources that we want if we requested it. INTI has never let me down!”

EDISON LIM HUANG XIAN
 Founder and CEO, TAG La Technology
 Bachelor of Mass Communication (Hons), INTI International University

“During my studies at INTI, I participated in networking events and took part in numerous competitions such as the Maybank Go Ahead Challenge where I was emerged as one of the National Finalists in 2019. I was also named the EPIC Entrepreneur Champion and a Malaysian Representative for the ASEAN Multi-Media Team. These experiences certainly built my credibility in obtaining opportunities from other business owners.”

KENNY LAM HUA JIAN
 Founder and CEO, Polar Stomp
 Bachelor of Mass Communication (Hons) in collaboration with University of Hertfordshire, UK



“INTI’s comfortable surroundings, affordable fees and diverse course modules were factors that led me to study there. Content management is vital in my current job and what learned at INTI has enabled me to effectively present subject matters in an interesting, clear, concise and logical manner. Looking back, INTI was practically my ‘home’ in education.”

KELLY ANISSA SUNNY AFFANDEY
 Producer, Radio Station BFM 89.9
 Bachelor of Arts (Honours) Mass Communications 3+0, in collaboration with University of Hertfordshire, UK

“I chose INTI’s Mass Communication course for practical reasons – to gain knowledge and for the benefits I could gain from the practical assignments. From the practical assignments, I learnt to interact with people from all walks of life. I started to do some freelance work in video production and editing, and later managed to build my own clientele, which eventually led me to own a video production agency upon graduation.”

JUSTIN WONG ZHE XUAN
 Senior Videographer and Editor, The Beat Creatives
 Diploma in Mass Communication



“At eighteen, I had set my heart in pursuing the creative field of storytelling and INTI offered the perfect programme and studying path for me. The modules made me well-equipped for my blooming career, ranging from practical knowledge in film production, design, and media all the way to the retrospective world of theories and philosophy. I enjoyed every second of it, thanks to lecturers who brought the best out of me.”

NAS ADDINA
 Screenwriter & Producer, Astro Shaw
 Bachelor of Arts (Hons) Mass Communications 3+0, in collaboration with University of Hertfordshire, UK

EMPLOYER TESTIMONIALS

REDBOY PICTURES SDN BHD

“We are grateful to have established a strong and meaningful collaboration with INTI and be involved in preparing INTI students for employability. Students at INTI are eager to acquire new knowledge. This passion, innovative thinking, and positive attitude makes them valuable and appreciated by companies.”

Aaron Lim (Producer)

MALAYSIA SME MEDIA GROUP

“We were impressed by the ideas proposed by INTI students despite them only having minimum brief on the project. They demonstrated a high level of understanding and creativity that exceeded our expectations. Their good performance on the project shows that they are ready for the real world.”

Wayne Lim (Group Chief Editor)

CERIA COMMUNICATION

“We represent various Fortune 500 clients and government-linked companies (GLCs), therefore, we have high standards when it comes to work. INTI students do not disappoint us when it comes to creativity and carrying out tasks. They were courteous, responsible, and hardworking. All communications assignments were handled well despite the time pressures. As they completed their tasks, they managed to learn new industry and business skills to complement what they were taught in the classroom.”

Sheila Jaya Poomy (Managing Director)

EMPLOYER PROJECTS

INTI has established close ties with leading companies in the industry to develop employer projects to enable students to gain real, hands-on work experience while studying. Through these projects, students are presented with immediate challenges faced by businesses, and are required to work together in teams to develop and present their proposals. Projects are based on real-life business issues that will help students to develop their knowledge and apply their soft skills in actual business scenarios.

Some employer projects undertaken by our students:

- AIA INNOVATIVE DESIGN CHALLENGE COMPETITION**
 AIA
 Students were tasked to produce a video on MyPage User Instruction which teaches AIA users to register and use its main functions. Students had the opportunity to work with AIA’s professional team to produce high-quality ideas and standards.
- 8-WEEK CONTENT PLAN WITH ASTRO HITZ**
 Astro
 Students were required to brainstorm and create an 8-week radio content planning that included the use of Social Media. The students worked in groups and presented their ideas to Astro for their feedback.
- NATIONAL ANIMAL PRESERVATION CAMPAIGN**
 Zoo Negara
 Students were tasked to develop a nationwide campaign for Zoo Negara to raise awareness on its animal preservation programmes. They came up with marketing and social media campaigns and various promotional posters.
- INTERNAL AND EXTERNAL COMMUNICATION STRATEGIES: ENGAGING EXISTING EMPLOYEES AND LOCAL HIRES**
 Flex
 Students were required to analyse public perception towards Flex and to develop a new communication strategy that would allow the employer to engage with existing and new hires. They also had to conduct a survey as well as propose the necessary recommendations to ensure employee engagement and overall communication goals were met.
- CREATIVE STRATEGY CAMPAIGN**
 Digi
 Students were tasked to design a creative campaign to promote the Capture App, the MyDigi App as well as Digi’s Direct Billing to other campus students.

Get Connected with INTI!



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INTI International University & Colleges

INTI NETWORK

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INTI INTERNATIONAL COLLEGE PENANG DK249-02(P)
04-631 0138 | No. 1-Z, Lebuh Bukit Jambul, 11900 Penang

INTI COLLEGE SABAH DK249-03(S)
088-489 111 | Level 2 (South Wing) & Level 5, Institut Sinaran,
KM10, Jalan Tuaran Bypass, 88450 Kota Kinabalu, Sabah

INTI EDUCATION COUNSELLING CENTRES ^(266729-P)

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