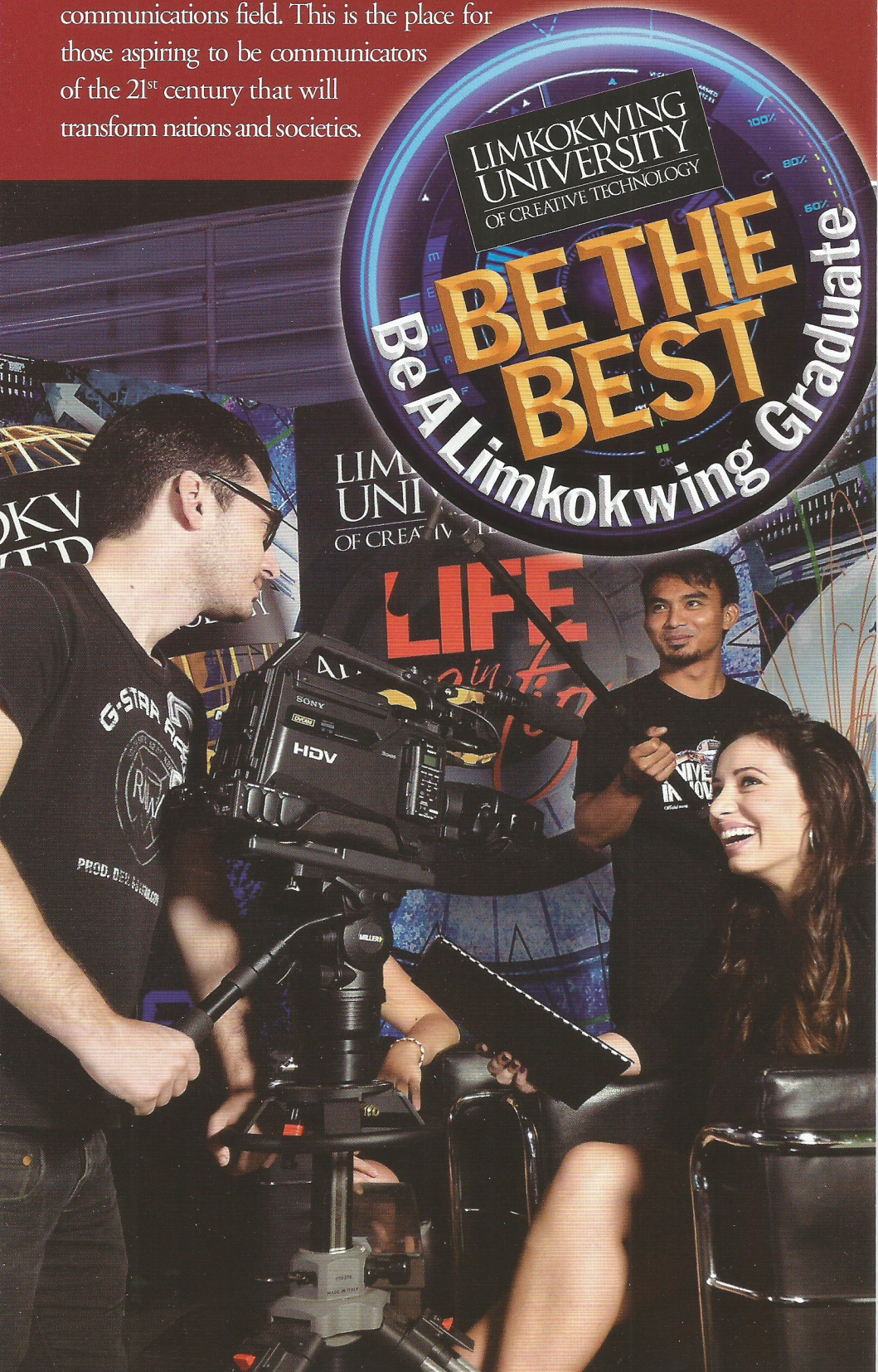
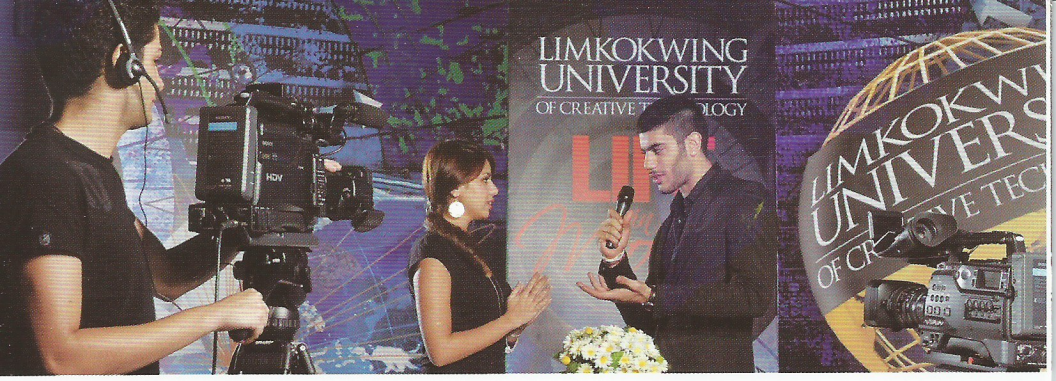
COMMUNICATION, MEDIA & BROADCASTING

Graduates from FCMB are creative, intelligent, technologically-savvy, highly motivated and are most sought after in lucrative mass media professions. Here, relevant training and up-to-date industry exposures help to boost successful careers in hundreds of desirable jobs in the communications field. This is the place for those aspiring to be communicators of the 21st century that will transform nations and societies.





Foundation in Communication JPT/BPP(U)1000-801/36/Jld.9(24)

The foundation program is specially designed for students who are pursuing a degree in the field of Communication. This programme will serve as an introduction to the wide perspective of communication fundamentals, which incorporates conceptual, analytical and critical skills. Students are also exposed to basic skills in writing, computing, marketing, advertising and design. The one year programme will ensure a smooth transition into the various degree programmes in communication.

Entry Requirement

- Pass SPM/O Level with 5 credits including English language; OR
- Any other equivalent qualifications recognized by the Malaysian Government

Semester 1
- Advanced Business English
- Human Communication
- Information Technology
- Introduction to Marketing
- Introduction to Mass Media
- Bahasa Kebangsaan A DIP/ DEG(Local)
- Bahasa Kebangsaan B DIP/ DEG(International)

Semester 2
- Business Communication
- Introduction to Advertising
- Introduction to Social Studies
- Design Study
- Media Appreciation
- Malaysian Studies (Degree)

Semester 3
- Professional Writing
- Introduction to Management
- Creative Studies
- Intercultural Communication
- Introduction to Multimedia
- Moral Studies
- Islamic Studies

Diploma Programme

Entry Requirement for all Diploma Programme

- Pass SPM/O Level with 3 credits; OR
- Any other equivalent qualifications recognized by the Malaysian Government.

Diploma in Multimedia, Advertising & Broadcasting

JPT/BPP(U)1000-801/36/Jld.4(10)

In this 3-year diploma programme, students will be exposed to the highest level of professional creative communication skills through intensive industry practice. Students will major in three respective fields, which are multimedia, advertising and broadcasting. Each field is designed to equip students with the skills and technological know-how to contribute effectively in their chosen careers in communication.

Semester 1
- Media Writing
- Information Technology
- Media Studies

Choose 1
- U1A : Malaysian Studies 2
- U1B : Communication - Malay Language 1

Semester 2
- Human Communication
- Media & Society
- Design Studies

Elective Choose 1
- Introduction to Management
- Introduction to Marketing

Choose 1
- Bahasa Kebangsaan A
- U2B : Thinking Skills

Semester 3
- Multimedia Practices
- Media Law & Ethics
- Photography
- Advertising Studies
- Principles of Broadcasting
- U3A Constitution & Society of Malaysia

Semester 4
- Multimedia Technologies 1
- Advertising Creativity
- Broadcast Media Production
- Public Relations Practice
- U4B : Co-Curriculum

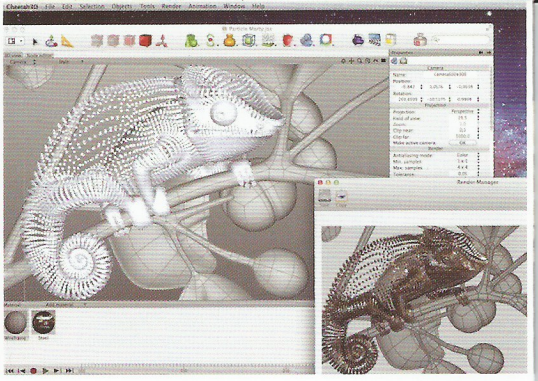
Elective Choose 1
- Innovative Problem Solving Skills
- Introduction to PR

Semester 5
- Presentation Skills

Major Choose 3
- Multimedia Production
- Graphic Design for Multimedia
- Multimedia Technologies 2
- Media Planning and Strategy
- Advertising Management
- Copywriting
- Broadcast Production Management
- Video Production
- Scriptwriting

Semester 6
- Internship

Major Choose 3
- Visualisation & Animation
- Multimedia Project
- Multimedia Broadcasting
- Integrated Marketing Communication
- Advertising Campaign Planning
- Consumer Behavior
- Video Documentary Production
- TV Broadcasting
- Directing Workshop



Degree & Undergraduate Programmes

Entry Requirement for all Degree & Undergraduate Programmes, Excluding BA(Hons) Event Management

- Pass STPM/A Levels with 2 principles; OR
- Pass Foundation in Communication; OR
- Pass Diploma in related field
- Any other equivalent qualifications recognized by the Malaysian Government.

BA (Hons) Broadcasting & Journalism JPT/BPP(U)1000-801/36/Jld.4(19)

Broadcasting and journalism demands a combined set of skills and knowledge both in print and broadcasting. The television and radio news industry, including cable TV systems, continue to evolve in exciting ways. As the news business moves more rapidly from the printed newspaper to electronic news, demand will grow for students equipped for broadcast journalism in politics, science and technology, health, entertainment and sports. This programme will equip students not only to hone their writing and editing skills in broadcast journalism but also to be more enterprising, and inquisitive in order to stand out from the crowd.

Semester 1
- Writing Skills for Communicators
- Introduction to Web Technology
- History of Journalism
- News Media Institutions
- Principles to Broadcasting

Choose 1
- U1A : Ethnic Relations
- U1C : Malaysian Studies 3

Semester 2
- News Writing and Reporting I
- Feature Writing
- Digital Photography
- Screen Production Techniques
- Principles of Public Relations

Choose 1
- U1B : Islamic Civilisation & Asian Civilisation
- U1D : Communication – Malay Language 2

Semester 3
- Media Law and Ethics
- News Writing and Reporting II
- Graphic and Publication Design
- Broadcast Scriptwriting

Elective Choose 1
- Corporate Communication
- Public Relations Writing

Choose 1
- Bahasa Kebangsaan A
- U2A : Leadership Skills & Human Relations

Semester 4
- Media Audience Studies
- Online and Mobile Journalism
- TV News
- Political News Analysis
- Documentary Studies
- U3B : Government & Public Policy of Malaysia

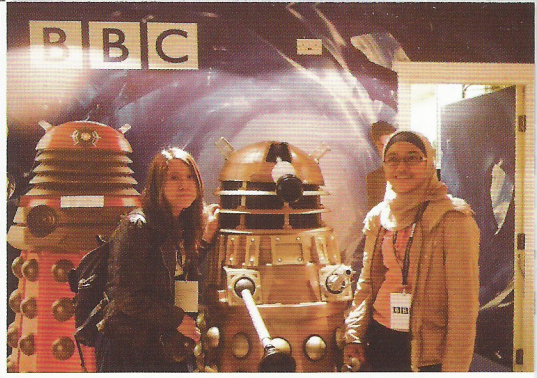
Elective Choose 1
- Investigative Journalism
- Corporate Production
- Entrepreneurship

Semester 5
- Communication Research Methodology
- Social Psychology
- Fundamentals of Organisational Behaviour
- Newspaper Production
- Radio News
- Current Affairs & Talk Shows
- Global Classroom
- U4A : Community Services

Semester 6
- Dissertation
- Broadcast Production Project
- International Relations Studies
- International Public Relations

BA (Hons) Digital Film & Television

Students with a passion to be filmmakers will find this exciting course suitable for them as digital technology is set to dominate the international world of film making. The demand for skills in digital film is apparent in Hollywood, Hong Kong, India and other emerging markets in Asia. The endless technical possibilities and flexibility of digital technology make the digital format the preferred choice of some of the top filmmakers around the world. This is the opportune time for students to be fully equipped and taking advantage of the endless opportunities offered by the dynamic movie businesses. Students are taught how to conceptualise, script, direct and edit films in the digital format as well as equip themselves with skills in directing, producing, editing, post-production and animation.



Semester 4
- Studies on Media Audiences
- Innovative Problem Solving Skills
- Global Advertising
- Event Consultancy
- U3B : Government & Public Policy of Malaysia

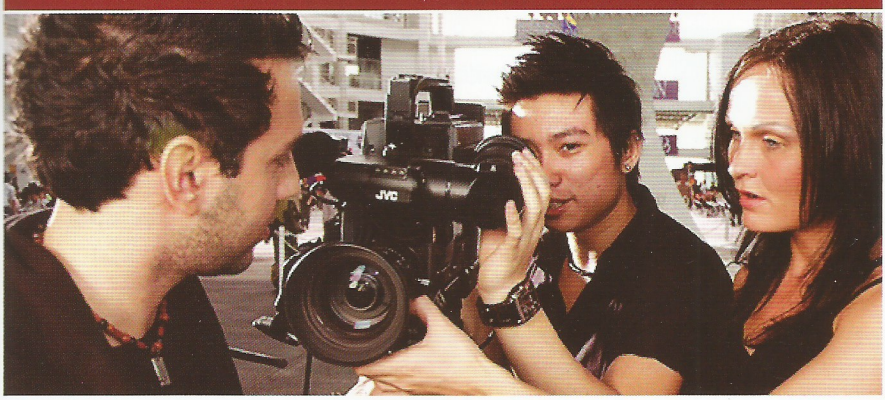
Elective Choose 1
- Public Relations Management
- Entrepreneurship

Semester 5
- Entertainment and Leisure Event Management
- Event Impact Analysis
- Sound and Video Production
- Public Relations Campaign
- Global Classroom
- U4B : Co-curricular

Choose 1
- Advertising Process
- Copywriting

Semester 6
- International Public Relations
- Dissertation
- Conference and Exhibition Management
- Internship

Elective Choose 1
- Advertising Campaign
- Internet Marketing



BA (Hons) Professional Communication JPT/BPP(U)1000-801/36/Jld.10(8)

The importance of communication as an integral part of marketing process is recognized in this programme as it strives to equip students with the ability to communicate at all levels of society. Students are exposed to the varied skills of communication, advertising, public relations, writing and marketing as well as the soft skills of interacting well with people to enhance communication effectiveness.

Semester 1
- Writing Skills for Communicators
- Introduction to Web Technology
- Communication Theories
- Public Speaking & Presentation Skills
- Fundamentals of Organisational Behaviour

Choose 1
- U1A : Ethnic Relations
- U1C : Malaysian Studies 3

Semester 2
- Writing for Mass Media
- Communication in The New Economy
- Digital Imaging
- Advertising Creativity
- Principles of Public Relations

Choose 1
- U1B : Islamic Civilisation & Asian Civilisation
- U1D : Communication – Malay Language 2

Semester 3
- Writing for Creative Industries
- Media Law and Ethics
- Global Marketing

Major Choose 1
- Copywriting
- Public Relations Writing

Elective Choose 1
- Public Relations Communication
- Advertising Agency Management

Choose 1
- Bahasa Kebangsaan A
- U2A : Leadership Skills & Human Relations

Semester 4
- Media Audience Studies
- Communication Technology

Major Choose 2
- Media Planning
- Strategic Advertising
- Corporate Communication
- Managing Publicity & Media Relations
- U3B : Government & Public Policy of Malaysia

Elective Choose 1
- Principles of Business Law
- Consumer Behaviour
- Dynamics of Small Business

Semester 5
- Communication Research Methods
- Global Classroom
- Entrepreneurship
- Strategic Marketing Communication

Major Choose 1
- Advertising Campaign
- Public Relations Campaign

Elective Choose 1
- Public Relations Management
- Advertising Regulations, Issues & Ethics
- U4B : Co-curricular

Semester 6
- Innovative Problem Solving Skills
- Dissertation Internship

Major Choose 1
- Advertising Campaign
- Public Relations Campaign

Elective Choose 1
- Public Relations Management
- Advertising Regulations, Issues & Ethics
- U4B : Co-curricular

BA (Hons) Communication with Psychology

JPT/BPP(U)1000-801/36Jld.7(40)

The Bachelor of Communication (Hons) with Psychology is a three-year honours degree designed to progressively equip students to master the role that communication plays in creating, maintaining, and changing human behaviour through major disciplines, especially in the field of Public Relations, Professional Communication, Journalism, Interpersonal Communication, Advertising, Marketing, Business and Corporate Communication, Management and Leadership roles, and general personal development and effectiveness.

The discipline of Psychology is a broad subject which aims to understand human mental processes, feelings, and behaviours. Psychologists explore topics such as interpersonal relationships, perception, emotion, personality, leadership, language and culture, to name a few. Communication is a discipline which can be viewed as occurring on a spectrum from the global or large-scale to the interpersonal or small-scale level. Together, this course will explore the foundations of psychology, interpersonal communication, social psychology, personality, consumer behaviour, public speaking, presentation skills, and communication and psychological processes at work (within organizations).

Semester 1

- Communication Theories
- Writing Skills for Communicators
- Introduction to Psychology
- Introduction to Sociology
- Intro to Web Technology

Choose 1

- U1A : Ethnic Relations
- U1C : Malaysian Studies 3

Semester 2

- Communication in the New Economy
- Fundamentals of Organizational Behaviour
- Social Psychology
- Media Psychology
- Public Speaking and Presentation Skills
- U1B : Islamic Civilisation & Asian Civilisation
- U1D : Communication –

Malay Language 2

Semester 3

- Media Law and Ethics
- Consumer Behaviour
- Cognitive Psychology of Mass Communication
- Principles of Public Relations

Elective Choose 1

- Public Relation Communication, or
- News Writing & Reporting 1

Choose 1

- Bahasa Kebangsaan A
- U2A : Leadership Skills & Human Relations

Semester 4

- Media Audience Studies
- Communication Technology
- Psychology of Personality
- Organizational Psychology
- Corporate Communication

Elective Choose 1

- Managing Publicity & Media Relations
- News Writing & Reporting 2

Choose 1

Semester 5

- Communication Research Methodology
- Entrepreneurship
- Psychology of Communication
- Personnel Psychology
- Global Classroom
- U4B : Co-curricular

Semester 6

- Dissertation
- Community Psychology
- Strategic Marketing
- Internship
- Global marketing

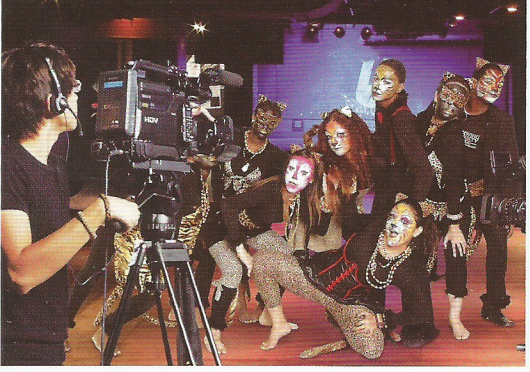
Elective Choose 1

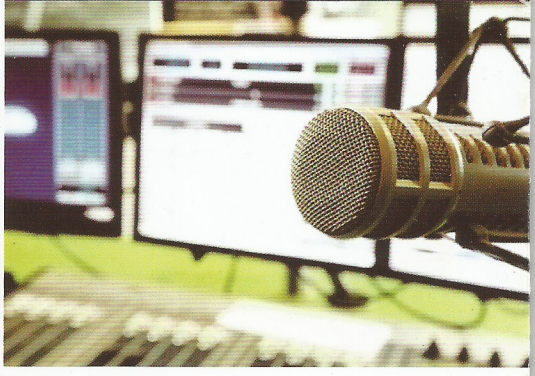
- International Public Relations, or
- International Relations

Bachelor of Communication (Hons) in Digital Media

JPT/BPP(U)1000-801/36/Jld.2(59)

The increasing demand for the highly tech-savvy communicators in this digital era of technology is inevitable as the global market is rapidly shifting towards new media and Internet technology. Students will develop a strong portfolio in digital media and are capable in using the latest and most advanced media tools in the industry. This programme will equip students with skills and knowledge in the various digital media platforms, communication methodologies, digital design, multimedia and interactive content, the Internet medium and digital society. Furthermore, this programme is in-line with the vision of any developing nations in moving towards a digital era of information technology.





Semester 1
- Communication Theories
- Writing for Digital Media
- Introduction to New Media
- Digital Photography

Elective Choose 1
- Principles of Public Relations
- Principles of Advertising

Choose 1
- U1A : Ethnic Relations
- U1C : Malaysian Studies 3

Semester 2
- Communication in The New Economy
- Digital Imaging
- Media Convergence
- Creative Multimedia Design

Elective Choose 1
- Principles of Journalism
- Principles of Broadcasting

Choose 1
- U1B : Islamic Civilisation & Asian Civilisation
- U1D : Communication – Malay Language 2

Semester 3
- Communication Research Methods
- Internet Technology & Web Design
- Digital Media Communication I
- Media Audience Studies

Elective Choose 1
- Digital Advertising
- Public Relations Management

Choose 1
- Bahasa Kebangsaan A
- U2A : Leadership Skills & Human Relations

Semester 4
- Digital Media Management
- Animation Practice
- Internet Marketing
- Digital Media Communication II
- Radio & Television Production
- U3B : Government & Public Policy of Malaysia

Elective Choose 1
- Feature Writing
- Publication Design

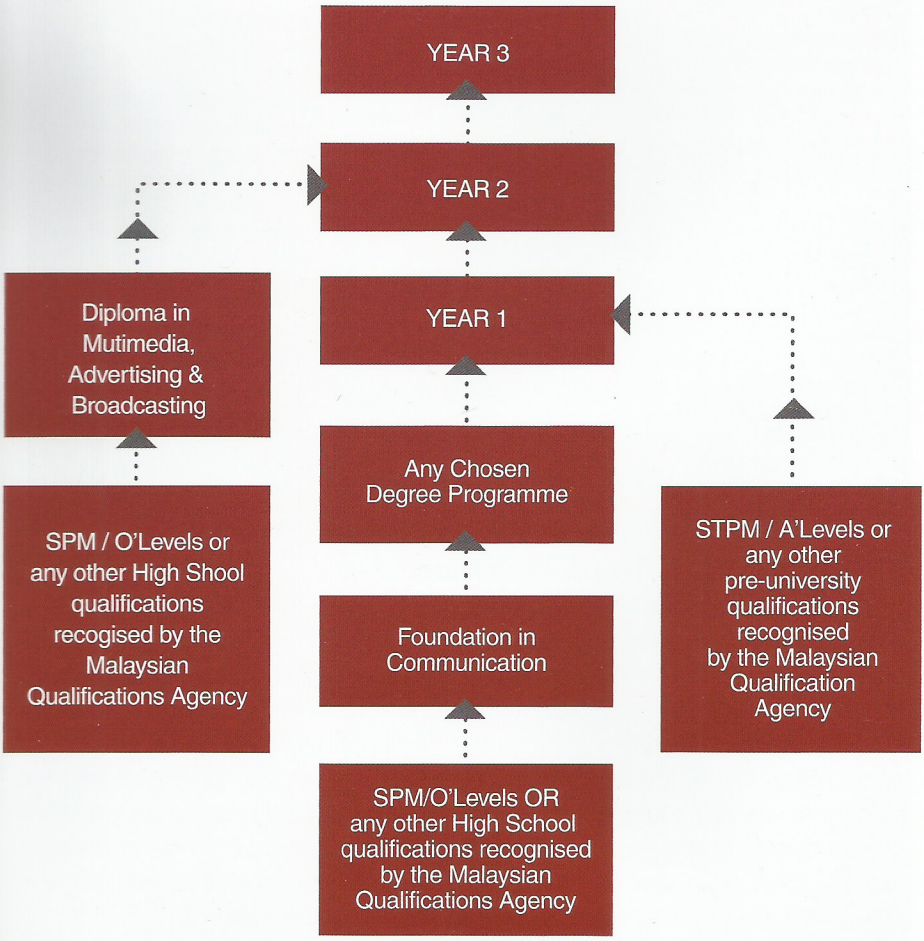
Semester 5
- Internet Technology in Communication
- Media Planning
- Sound Technology
- Internship
- Global Classroom
- U4B : Co-curricular

Elective Choose 1
- Entrepreneurship
- Web Journalism

Semester 6
- Corporate Communication
- Dissertation
- Communication Law, Media and Ethics
- Digital Portfolio

Elective Choose 1
- Strategic Marketing Communication
- Social Psychology

Academic Pathway Faculty of Communication, Media, & Broadcasting



Successful Alumni Faculty of Communication, Media & Broadcasting

" Limkokwing University provided me the opportunity to fulfill my passion in journalism and thus I have had the opportunity to expand my horizon in the broadcasting industry. "

Azuan Arifin Ham, Malaysia
Graduated - 2011
Now - Producer/Journalist - News/Current Affairs, ASTRO AWANI Sdn Bhd

" The global nature of the university has given me opportunity to learn variety of unique cultures around the world, allowing me to integrate them in my work."

Jelita Septriasa, Indonesia
Graduated - 2011
Now - Singer/Actress

" Perseverance is the key to success. It gives the drive to continue with what you are passionate about and love doing. Where learning is a new idea it connects the world through creativity."

Hamdhoon Rashad, Maldives
Graduated - 2011
Now - Editor, Television Maldives

" This university cultivates our conventional perception and thinking, evolves them into more innovative perspectives."

Penny Christabel Belmont, Seychellois
Graduated - 2011
Now - Public Relations Officer, Office of the President, Seychelles

Hi-Income Communication Careers

Film Producer / Director • Journalist • Public Relations Executive • Account Executive • Copywriter • Film Editor • Art Director • Scriptwriter • Advertising Manager • News Editor • International Correspondent • TV Producer • Broadcast Journalist • Digital Camera Operator • Talent Vault Manager • Market Researcher • Brand Specialist • Media Director • Resource Manager • Account Directors • Media Buyer • Project Manager • Columnist • Professional Blogger • News Reporter • News Anchor • Screenwriter • Studio Director • Communications Consultant • Digital Media Specialist • Concept Visualizer • Director of Photography • Content Manager • Event Director • Event Planner • Radio Broadcaster • Sales & Marketing • Media Planner and more.

**Correct at the time of printing, December 2015*

LIMKOKWING UNIVERSITY OF CREATIVE TECHNOLOGY

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University of Innovation · Malaysia's University for Edu-Tourism
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