

## PROGRAMME DESCRIPTION

The programme presents to the students an interdisciplinary basis on the theory and skills essential to develop into media practitioners and more informed media consumers. The student through this course will gain real world experience in the mass media professions. The graduates will achieve a variety of careers openings related to media field, including advertising, corporate communication, public relations, journalism, and broadcasting. As a result students interested in graduate studies in this field can also opt for advanced studies in various fields across the country. This course will train the students to survive in the rapidly expanding world of media and corporate communication by teaching technological skills and knowledge for work in corporate media and communication fields, in addition to the understanding of matters related to media, communication and information.

## PROGRAMME AIM

The program aims to create graduates with the essential and advanced knowledge in communication. The course prepares the students in mass communication with integrity, originality, perceptive attitudes and other essential related skills. The students are taught to reflect and analyze issues significantly, and gain a comprehensive understanding in their field, focusing on ideas, theories and professional practices. The objective is to apply the knowledge to help the society to develop in a positive way.

## PROGRAMME DURATION

Minimum Duration : 36 Months.  
Maximum Duration : 54 Months.

## INTAKE AND ENTRY REQUIREMENTS

1. January. 2. May. 3. September.

- ▶ Pass the Malaysian Higher School Certificate (HSC) or equivalent, with at least Grade C (2.00) in any two (2) subjects and 1 credit in English Language at Certificate Education Malaysia (SPM) or its equivalent; or
- ▶ Pass Sijil Tinggi Agama Malaysia (STAM) with a minimum grade of Jayyid and credit in English Language at SPM or its equivalent; or
- ▶ Graduate Diploma (Level 4 MOH) or a setarat dengannya; or
- ▶ Passed Matriculation / Foundation / Foundation or equivalent CGPA of at least 2.00 credit in English Language at SPM or its equivalent; or
- ▶ Other qualifications recognized by the Malaysian Government.
- ▶ For international students, test the English as a Foreign Language (TOEFL) score of 500 OR International Bahasa Inggeris Language Testing System (IELTS) score of 5.0 or equivalent is required. If the student does not meet this requirement, the PPT must offer courses proficiency in English to ensure student mastery is sufficient to meet the program requirements. This is usually done the evaluation process.

## LIST OF COURSE/MODULE OFFERED IN THE PROGRAMME

Year 1, Semester 1	COURSE NAME	CREDIT HOURS
	Principles of Communication	3
	Fundamental Computer Principles & Programming	3
	Communication & Soft Skills	3
	Development of Mass Communication Industry	3
	Malaysian Studies	3
	English	3

Year 1, Semester 2	COURSE NAME	CREDIT HOURS
	Development Communications	3
	Mass Communication : Concepts and Processes	3
	Print Media I	3
	Editing & Principles of Layout and Design	3
	Bahasa Kebangsaan	3
	Islamic / Moral Studies	3

## Call us :

1 300 880 111 (Malaysia)  
+603 78063478 (International)

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## LIST OF COURSE/MODULE OFFERED IN THE PROGRAMME

Year 1, Semester 3	COURSE NAME	CREDIT HOURS
	Photo Journalism	3
	Print Media II	3
	Reporting & Editing	3

Year 2, Semester 1	COURSE NAME	CREDIT HOURS
	Broadcast Journalism	3
	Television Production	3
	Basics of Camera Light & Sound	3
	Radio Journalism & Program Format	3
	Radio Productions	3
	Advertising : Concepts & Principles	3

Year 2, Semester 2	COURSE NAME	CREDIT HOURS
	Advertising in Print, Radio & Television	3
	Press Laws And Media Ethics	3
	Computer Application for Journalism	3
	Information Technology	3
	Event Management : Principles & Methods	3

### Year 2, Semester 3

Organization & Management	3
Cyber Journalism	3
Cyber Technology	3

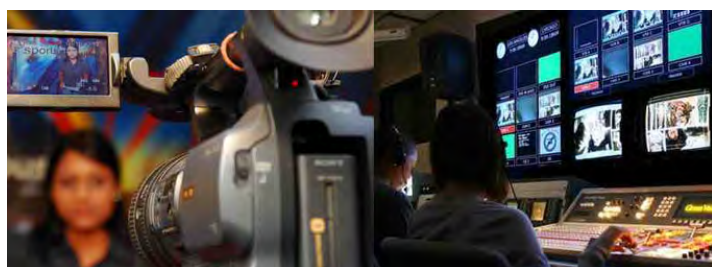
Year 3, Semester 1	COURSE NAME	CREDIT HOURS
	Global Media	3
	Public Relation	3
	Media Management and Ethics	3
	New Media Technologies	3
	Development in World Media	3

### Year 3, Semester 2

Contemporary Media Technology	3
Research Methodologies for Media	3
Research Project	6

### Year 3, Semester 3

Industrial Training	9
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