LINCOLN UNIVERSITY COLLEGE
DKU016 (B)

2019 SETARA VERY COMPETITIVE UNIVERSITY COLLEGE

ISO 9001:2015 Certified

Master of Communication

KPT/JPS(FA 4136)08 /24

PROGRAMME DESCRIPTION

The science of Communication changes every time and has the power to bring equal possibility to change course of events in the world. A Master programme in Communication at LUC aims to imbue the 'rich content' to construct views, communicate ideas, bridge communication gaps in all spheres as in media, development sectors, organizations, public and advanced research set in local and international market. This programme believes in 'content will always be the king' and such content construction and delivery can really be interesting and fascinating. Come and create your signature and carve a way to communicate with the modern world.

PROGRAMME AIM

The program of Master of Communication will produce Media Professionals who are

- Knowledgeable about the organization of media industry, its functioningand aware of the scope and career opportunities in communication and media studies; trained in practical skills like reporting and writing.
- Qualified for employment in the media industry and know their role, social responsibilities and also aware on the values and ethics by practicing professionalism towards media, audience and the society.
- Possess values and attitudes related to media profession and follow media laws; specialized in precise areas based on individual talents and aptitude thereby ensuring better communication standards, leadership & team skills needed to produce quality media content.
- Trained to think systematically in a scientific method making use of communication theories and models and empowered to suggest solutions using problem solving skills.
- Efficient in information management of new media and lifelong learning, to start media organizations like an advertising agency and event management programs.

PROGRAMME DURATION

Full Time : 18 Months.
Part Time : 30 Months.

CAREER OPPORTUNITIES

- Consultants in Corporate Environment
- Public and Labour Relations Specialists
- Communications Managers
- Marketing Specialists
- Media Buyers
- Media Relations Specialists
- Promotions Managers
- Advertising Consultants
- Press Secretaries
- Speechwriters
- Community Affairs Specialist
- Crisis Communication Experts
- Online News and Entertainment
- Social Media Content Writers

Call us :

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

Web : www.lincoln.edu.my
E-mail : info@lincoln.edu.my

Wisma Lincoln, No. 12-18, Jalan SS 6/12, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia.
No. 2, Jalan Stadium, SS 7/15, Kelana Jaya, 47301, Petaling Jaya, Selangor Ehsan, Malaysia.

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INTAKE AND ENTRY REQUIREMENTS

1. January. 2. May 3. September

1. Passed a Bachelor's Degree (Level 6 MOH) or equivalent with at least 2.75 from Senate of Lincoln University College recognized by the Government of Malaysia: or
2. A Bachelor's Degree or equivalent with a minimum CGPA of 2.50 and not achieving a CGPA of 2.75, may be admitted subject to a thorough internal assessment; or
3. Bachelor's degree or its equivalent and not achieving a CGPA of 2.50, may be admitted subject to at least 5 years of experience in the relevant field; or
4. Other qualifications recognized as equivalent by the Government of Malaysia

For international students a Test of English as a Foreign Language (TOEFL) with a score of 600 or International English Language Testing Systems (IELTS) with a score of 6.0 or equivalent is required. If a student does not meet this requirement, the HEP must offer an English proficiency course to ensure that the student's proficiency is adequate to meet the requirements of the program. This is usually done through an assessment process.

LIST OF COURSE/MODULE OFFERED IN THE PROGRAMME

SI.NO.	Subject Name
1	Communication and New Technology
2	Communication Theories
3	Development Communication
4	Intercultural Communication
5	Media Ethics
6	Crisis Communication
7	PR and Corporate Communication
8	Media Convergence and Management
9	Research Methods in Communication
10	Marketing Communication Strategic
11	Organisational Communication
12	International Communication
13	Mediaand communicationResearch Project

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