

# Bachelor of New Media Communication (Honours)



(N-DL/321/6/0257) (MQA/PA 14516) (04/26) PA

New media communication is a creative and innovative programme where students learn to develop, interpret, and effectively communicate complex information in the digital era. This programme will arm you with the fundamentals of media production, social media marketing, and mass communication research to prepare you for the rapid changes brought about by the 4th Industrial Revolution. Moreover, this programme will further amplify your future employability as a web content designer, new media content writer, social media specialist, marketing communication specialist and many more.



## Learning Outcomes



Upon successful completion of the programme, the students will be able to:

- + Acquire the ability and apply basic knowledge of new media communication.
- + Think and react creatively to deliver effective content of new media communication.
- + Apply technical competency and practical knowledge in executing the functional applications of digital graphic design for new media communication.
- + Solve problems and show good interpersonal and technical skills.
- + Communicate effectively, not only with media practitioners but also with the public.
- + Use digital technology and develop creative content for new media communication.
- + Conduct both qualitative and quantitative mass communication research, analyse and interpret data.
- + Act as a leader and understand the roles and responsibilities of a leader.
- + React effectively as an individual and in a group, showing managerial and personal skills.
- + Think creatively, innovate and react as an entrepreneur.
- + Develop strong ethics and values needed to be a well-equipped media practitioner.

## Learning Modes



### **PART-TIME**

1. Face to Face Learning (10 hours)
2. Self-Managed Learning (100 hours)
3. Online Learning (10 hours)

Assignments 60%

Final Exam 40%

# Programme Structure

## CORE SUBJECTS

1. Basics of English Grammar
2. Introduction to Mass Communication
3. Audio Design and Effects
4. Advertising Design
5. Principles of Media Psychology
6. Animation Production
7. Communication Theory
8. Creative Copywriting
9. Digital Culture
10. Basic Drawing
11. Digital Story Telling
12. Social Media Marketing
13. E-Commerce
14. Basic 3D Modelling
15. Digital Photography and New Media
16. Creative Content Development I
17. Creative Content Development II
18. Media Law and Ethics
19. Smartphone Photography
20. Creative Drawing for Animation
21. Integrated Marketing Communication
22. Social Media Crisis Communication
23. Mass Communication Research
24. Event Planning and Management
25. Academic Writing for Mass Communication

Industrial Training & Reports or Video Production / Documentary

## ELECTIVE SUBJECTS

Mandarin I  
Mandarin II  
Consumer Behaviour

## GENERAL SUBJECTS

(Malaysian Students only)

1. Falsafah dan Isu Semasa
2. Penghayatan Etika dan Peradaban
3. Academic Writing
4. Comparative Ethics
5. Social Responsibility Project

(International Students in Malaysia only)

1. Malay Language & Communication II
2. Falsafah dan Isu Semasa (Philosophy and Current Issues)
3. Academic Writing
4. Comparative Ethics
5. Social Responsibility Project II

## UNIVERSITY COMPULSORY SUBJECTS (UCS)

1. Information Literacy & Research Skills
2. Entrepreneurship in Asia



## ENTRY REQUIREMENTS:

For Malaysian and International Students:

### Regular Entry:

1. A pass in STPM or its equivalent, with a minimum of Grade C (GPA 2.00) in any two subjects and a credit in English at SPM or its equivalent; OR
2. A pass in STAM with a minimum grade of Jayyid and a credit in English at SPM or its equivalent; OR
3. A Diploma or its equivalent, with a minimum CGPA of 2.00 and a credit in English at SPM or its equivalent; OR
4. A Diploma in Media and Communication or its equivalent; OR
5. Matriculation/Foundation or its equivalent, with a minimum CGPA of 2.00 and credit in English at SPM or its equivalent.

For Malaysian students only:

### Flexible Entry

Accreditation of Prior Experiential Learning (APEL) Entry Requirements:

- Minimum 21 years of age.
- Possess relevant working experience.

Minimum English Language Requirements for International Students:

Minimum score of 5.0 for IELTS, 500 for TOEFL OR its equivalent.

Those who have their tertiary education in English will normally be exempted from the above requirement.

For more details, please visit  
<https://aeu.edu.my/study/entry-pathway/>