

SCHOOL OF ARTS, HUMANITIES & SOCIAL SCIENCES



Bachelor of New Media Communications (Honours)

(N-DL/321/6/0257) (12/28) (MQA/PA14516) - ODL

PROGRAMME OVERVIEW

The Bachelor of New Media Communications (Honours) is where your online passion becomes your career. Ditch the boring lectures and get hands-on with what you love. We're talking viral content creation, digital storytelling, and building brands that get noticed.

This program is your launchpad. You'll build a killer portfolio and gain the skills to become a social media wizard, digital strategist, or creative powerhouse. Join now and start making wave for an exciting future

LEARNING OUTCOMES

- Analyse systematically advanced knowledge related to new media communication fields.
- Propose ideas using specific communication concepts for effective solutions and decisions in new media communication fields.
- Organise industry-related projects in new media communication fields.
- Assume responsibility for effective teamwork and anticipatory thinking in new media communication fields.
- Integrate various normative forms of communication skills to diverse audiences in new media communication fields.
- Exhibit digital and media information literacy through various contexts in new media communication fields.
- Apply data analysis and critical thinking in new media communication fields.
- Demonstrate appropriate leadership styles and integrated problem solving within diversified environments in new media communication fields.
- Appreciate self-directed lifelong learning and strategic thinking skills for sustainable development practices in new media communication fields.
- Adapt entrepreneurial skills and collaboration, for innovative ventures in new media communication fields.
- Adopt ethical standards, professionalism, and self-awareness in new media communication fields.

PROGRAMME STRUCTURE

COMMON CORE SUBJECTS

- Basics of English Grammar
- Introduction to Mass Communication
- Audio Design and Effects
- Advertising Design
- Principles of Media Psychology
- Animation Production
- Communication Theory
- Creative Copywriting
- Digital Culture
- Basic Drawing
- Digital Story Telling
- Social Media Marketing
- Introduction to E-Commerce
- Basic 3D Modelling
- Digital Photography and New Media
- Creative Content Development I
- Creative Content Development II
- Media Law and Ethics
- Smartphone Photography
- Creative Drawing for Animation
- Integrated Marketing Communication

- Social Media Crisis Communication
- Mass Communication Research
- Event Management
- Academic Writing for Mass Communication

INDUSTRIAL TRAINING & REPORTS OR VIDEO PRODUCTION / DOCUMENTARY

UNIVERSITY COMPULSORY SUBJECTS

- Information Literacy & Research Skills 2
- Entrepreneurship in Asia

GENERAL SUBJECTS

Malaysian Student

- Philosophy and Current Issues
- Appreciation of Ethics & Civilization
- Academic Writing
- Philosophy and Current Issues
- Social Responsibility Project

International Student

- Malay Language and Communication II
- Philosophy and Current Issues
- Academic Writing
- Comparative Ethics
- Social Responsibility Project II

PROGRAMME DELIVERY

Delivery Mode	Full-Time Study	Part-Time Study
Open & Distance Learning (ODL)	-	5 years

ENTRY REQUIREMENTS

MALAYSIAN

The minimum entry requirements are as follows:

- STPM / 'A' Level or equivalent qualifications with at least Grade C (CGPA 2.0) in two (2) subjects; OR
- Other recognised equivalent qualifications.

INTERNATIONAL

The minimum entry requirements are as follows:

- A' Level or equivalent qualifications with at least Grade C (CGPA 2.0) in two (2) subjects; OR
- Other recognised equivalent qualifications.

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.

Note: If a student does not meet this requirement, AeU will offer English proficiency courses to ensure that the student's proficiency is sufficient to meet the needs of the programme.

Flexible Pathways

- Accreditation of Prior Experiential Learning for Access (APEL.A)
- Accreditation of Prior Experiential Learning for Credit Award (APEL.C)
- Accreditation of Prior Experiential Learning for Qualification (APEL.Q)
- Micro-credentials (speed.aeu.edu.my/speed-micro.php)

**Terms and Conditions Apply*