

COMMUNICATION



1st
Malaysian University
that earned 5★ for Prioritizing
Society's Needs in Malaysia
- by QS Stars



SEGi
University &
Colleges

NURTURING COMPETENT & PROFESSIONAL COMMUNICATORS

In this new digital age, communication has changed significantly as technology and social media sites have brought the world closer. It is essential to have good communication skills in diverse fields from advertising to public relations, marketing, political and public affairs, and other advanced platforms including but not limited to, law and professional schools.

Our dedicated faculty members are committed to helping students in understanding communication in various contexts. The programmes developed are industry-relevant to enable the application of theoretical perspectives in their chosen fields upon graduation. Students are guaranteed an in-depth knowledge of communication techniques and how the technologies shape and govern the society. Come discover how you can be a competent and professional communicator with guidance and support from our academicians.

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WIDEST RANGE OF QUALITY COURSES

Tailored to your Passion
Programmes offered at SEGi University and Colleges are meticulously planned and are of equivalent to that of prestigious international universities, with its well-rounded curriculum in multi disciplines from foundation to doctorate level.



TRUSTED & RECOGNIZED

Malaysia's longest established higher education provider
Established in 1977 as Systematic College in the heart of Kuala Lumpur, after four decades, SEGi has undergone significant growth, making it one of the most trusted and recognized higher education institutions in Malaysia.



REAL-WORLD EXPERIENCE

Education today, Workforce tomorrow
Get a head start while pursuing your studies at SEGi. Before you graduate, SEGi encourages you to apply your knowledge and develop skills through work placements and internships. Work experiences help you better understand the world and fit into workplace upon graduation.

GLOBALLY RECOGNIZED,
DISTINCTIVELY SEGi.

OUR 6 COMPETITIVE ADVANTAGES




SKILL ENHANCEMENT & SUPPORT

Shine & stand out from the crowd
The SEGi Enrichment Programme provides opportunities to enhance students' learning experience. Explore from more than 100 workshops and seminars to prepare you beyond the classroom including communication and grooming skills, among others.



WORLD-CLASS ACADEMIC LEADERS

Dedicated academicians, Great mentors
Our world-class faculty members are connected to industry, imparting knowledge and sharing experiences to ensure students reap full benefit at SEGi. They will guide and help you excel. They will unlock your potential and talent by pushing you out of your comfort zone.



CAREER READY FIRST CLASS GRADUATES

Top of the class
SEGi produces more than 300 first class graduates every year. They excel not only academically but are also socially competent, skilled and ready for the workforce.

OUR ACCOMPLISHMENTS AND ACCOLADES

SEGi University & Colleges is at the forefront of educational excellence to help our students realize their career aspirations. We are honoured to have received a string of prestigious awards. These recognitions reflect SEGi's continued commitment to highest-caliber educational experience for our students.



QS 5 STARS

in teaching, facilities, inclusiveness and social responsibility.

Achieved a stunning 3 Stars overall.

The First Malaysian University that earned 5 Stars for Prioritizing Society's Needs in Malaysia.



PUTRA
BRAND AWARDS
— THE PEOPLE'S CHOICE —
SILVER
2013 - 2015

(Education & Learning)



PUTRA
BRAND AWARDS
— THE PEOPLE'S CHOICE —
BRONZE
2012, 2016 & 2017

(Education & Learning)

PUTRA BRAND AWARDS

Putra Brand Awards is a brand valuation award measured by consumer preferences. There are various categories ranging from automotive to property development and education and learning, among others.



EDUCATION – MALAYSIA
2014 – 2015

**Education – Malaysia
World Branding Award**



**Outstanding
Innovation Award 2014**



**Reader's Digest
Trusted Brand 2013 - 2015**
(Services, Private University/College)

■ Students Choice Awards 2015

(Top 10 Universities)

■ The Edge Billion Ringgit Club 2013

(Best Performing Stock Award - Trading & Services)

■ 3rd Global Leadership Award 2013

(Leadership in Educational & Training Excellence)

■ Asia Pacific Entrepreneurship Awards 2012

(Most Promising Entrepreneur)

■ 10th Asia Pacific International Honesty Enterprise Keris Award 2011

■ The BrandLaureate Best Brand Award 2010 - 2011

(Education Tertiary Private)

WORLD RENOWNED UNIVERSITY PARTNERS

UNITED KINGDOM



University of St Mark & St John

Academically, the University of St Mark & St John strives for excellence, placing it in the top 10 of Higher Education institutions in England.

As the most experienced teacher training provider in the South West, MARJON has been successfully training teachers since 1840, receiving praise in the Ofsted inspections, including an "outstanding" for the secondary Management and Quality Assurance.

This programme will ensure that you are well-prepared for employment upon graduation, along with practical experience in relevant employment fields. Supplying an excellent careers service, the most recent government statistics showed that over 90% of MARJON graduated are either in employment or continuing in higher education 6 months after graduation.



LEARNING & TEACHING

REPUTABLE ACADEMICIANS

Our academic team members have close links with industry through various engagements such as advocacy and involvement in industry-driven programmes. It translates into research opportunities and knowledge transfers in the classroom.

PROGRESSIVE FACILITIES

SEGi provides professional-level facilities and equipment for real and hands-on experience along with the routine coursework.

LEARNING BEYOND THE CLASSROOM

At SEGi, it is more than just classroom and exams. We believe that learning takes place both within and outside the classroom. Hence, students are encouraged to participate in social activities and community engagements.

STUDENT-CENTERED LEARNING APPROACH

We place a strong emphasis on students' interest to foster the development of skills for problem solving, critical thinking and communication as we try to shape students to become lifelong learners.

TOP-NOTCH RESOURCES FOR A QUALITY LEARNING EXPERIENCE

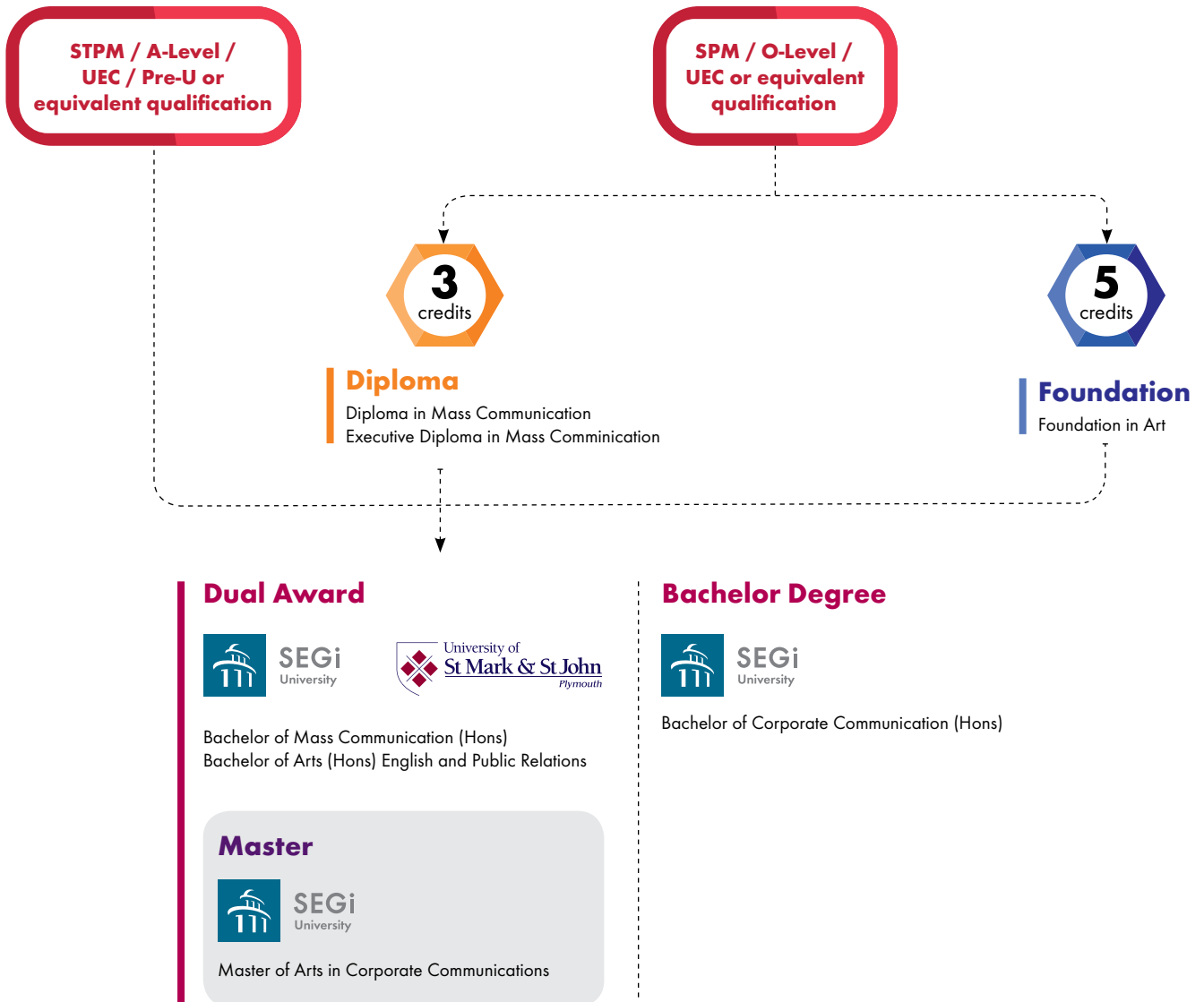
INTERNATIONAL COLLABORATIONS

We work with some of the world's most prestigious universities from the United Kingdom to develop a knowledge-rich and industry-relevant curriculum.

BROADCASTING STUDIO

Students have the opportunity to work on industry standard software in our broadcasting studio. It boasts a variety of vision mixing systems, standard multi-camera production set-up with lighting, Chromakey backdrop, professional average grade audio equipment and many more.











All diploma and degree programmes require students to take general subjects (Mata Pelajaran Umum), as required by the Ministry of Education, Malaysia.

The above is an indication of current programme content. However, the rapidly changing nature of the subject area means that the programme offered and individual course content are continuously updated to meet industry needs. Also, please note that certain combinations of options may not be available.

PROGRAMME MATRIX

 Programme	 Awarding Institution	 Entry Requirements	 Campus
Master of Arts in Corporate Communications	SEGi University	<ul style="list-style-type: none"> A Bachelor's Degree with a minimum CGPA of 2.50; OR Other qualifications equivalent to a Bachelor's Degree with a minimum CGPA of 2.50; OR A Bachelor's Degree or its equivalent, not meeting CGPA of 2.50, should have 5 years of working experience or more may also apply English Language Requirements <ul style="list-style-type: none"> Test of English as a Foreign Language (TOEFL) score of 600; OR International English Language Testing System (IELTS) score of 6.0 or its equivalent 	Kota Damansara
Bachelor of Mass Communication (Hons)	SEGi University, University of St Mark & St John, UK Dual Award 	<ul style="list-style-type: none"> STPM with 2 principles passes; OR A-Level; OR Pass in relevant Foundation / Pre-University programme or other equivalent qualification English Language Requirements: <ul style="list-style-type: none"> Credit in English Language in SPM; OR Pass in English Language at Foundation or Diploma level; OR Pass in any Foundation or Diploma programme where the English Language is the mode of delivery; OR Any equivalent qualifications that are approved by the MQA 	Kota Damansara
Bachelor of Arts (Hons) English and Public Relations	SEGi University, University of St Mark & St John, UK Dual Award 	<ul style="list-style-type: none"> STPM with 2 principals; or A Level with a Pass in at least 2 subjects; or Pass foundation programme in a related area; or Pass Unified Examination Certificate (UEC) with at least 5Bs; or Pass any diploma in a related field; or Other equivalent qualification recognised by the Malaysian Government; or Other equivalent qualification recognised by SEGi University Senate 	Kota Damansara
Bachelor of Corporate Communication (Hons)	SEGi University	<ul style="list-style-type: none"> STPM with 2 principles passes; OR A-Level; OR Pass in relevant Foundation / Pre-University programme or other equivalent qualification English Language Requirements: <ul style="list-style-type: none"> Credit in English Language in SPM; OR Pass in English Language at Foundation or Diploma level; OR Pass in any Foundation or Diploma programme where the English Language is the mode of delivery; OR Any equivalent qualifications that are approved by the MQA 	Kota Damansara
Executive Diploma in Mass Communication	SEGi College	<ul style="list-style-type: none"> This programme is available for working adults at a minimum age of 21. 3 Credits in: <ul style="list-style-type: none"> SPM with a credit in English Pass in any other qualification equivalent to 3rd level (Tahap 3) MQF 3 years working experience 	Sarawak
Diploma in Mass Communication	SEGi College	<ul style="list-style-type: none"> SPM / O-Level / SM2 3 credits (including English), OR UEC, MCE OR Any other equivalent qualification 	Kota Damansara Subang Jaya Kuala Lumpur Sarawak
Foundation in Arts	SEGi University & SEGi College	SPM / O-Level or equivalent (minimum 5 credits)	Kota Damansara Subang Jaya

MASTER OF ARTS IN CORPORATE COMMUNICATIONS

SEGi UNIVERSITY

In a market survived by a highly informed and ethic-literate market society, any crowd pleasing rhetorical stunts by profit or non-profit, private or public organisations are no longer welcome. In order to remain relevant, all eyes of these organisations are on the professionals who understand and are able to lead corporate communication efforts effectively.

There is also the constant battle among the organisations to win professionals who possess a unique set of the corporate communication skills. If you aspire to spread your wings and advance your career in the field of corporate communications, then this programme is for you.

Tailored for professionals and working adults, the Master of Arts in Corporate Communication is a 42-credit programme that can be completed in one and a half (full-time) to three (part-time) years. This programme welcomes graduates with backgrounds from different disciplines such as Law, Economics, Political Science, Sociology, Psychology, Business, History, as well as Communication, Journalism, Advertising and Marketing. It will help prepare both aspiring and practising corporate communication and other professionals to plan, implement, and assess corporate communication goals and strategies.

Programme Modules

- Advanced Psychology in Communication
- Advanced Corporate Communication
- Legal and Ethical Issues in Corporate Communication
- New Media and Communication Strategy
- Corporate Media Relations
- Crisis Communication
- Issues in Public Communication Campaign Management
- Research Methods in Corporate Communication
- Corporate Sociology
- Final Project

Elective (Choose 3 out of 4)

- Corporate Advertising, Image and Identity
- Video Production for Corporate Communication
- Corporate Writing
- Corporate Social Responsibility



Building relationships and maintaining a good reputation by communicating appropriately with others is the main key of success. My journey as a student in SEGi has shaped me to be a better person with sufficient knowledge in order to be competent in meeting new and challenging benchmarks.

Ereena Rosli

Career Opportunities

- Corporate communication manager
- Public relations manager
- Editor

BACHELOR OF MASS COMMUNICATION (HONS)

SEGi UNIVERSITY & UNIVERSITY OF ST MARK & ST JOHN, UK

Mass Communication is the discipline that focuses on the various means used to relay information through mass media to large segments of the population at one time. The most common media to relay such information would be newspaper, magazine, radio, television and film, as these are used to disseminate news and advertising to large audiences.

This programme prepares students with the skills, techniques as well as theoretical knowledge to strategically craft solutions for business challenges. Students in this programme will be exposed to hands-on training with state-of-the-art industry relevant equipment and software to train in both the creative and managerial aspects of the mass communications industry.

Dual Award



Programme Modules

Year 1

- Communication English
- Media Technology & Practices
- Understanding Advertising
- Understanding Journalism
- Understanding Public Relations
- Understanding Broadcasting
- Corporate Communication
- Creative & Innovative Publishing
- Integrated Marketing Communication
- Psychology in Communication

Year 2

- Media Law, Power & Public Opinion
- Entrepreneurship Development
- Personal Health Management
- Elective 1
- Elective 2
- Effective Listening/Bahasa Kebangsaan
- Theory and Principles of Communication
- Business Ethics
- Hubungan Etnik/Malaysian Studies 3
- Managing Media and Business
- Sociology of Media & Culture
- Research Methods

Year 3

- Comm & Campaign Management
- Environmental Management & Tech
- Pengurusan Ko-kurikulum
- Elective 3
- Elective 4
- TITAS/BMK 2
- Research Project
- Industrial Training

Elective 1

- Advertising Strategies and Planning (ADV)
- Organisational Communication (PR)
- News Writing (JR)
- Managing Television Program and Production (COMM)

Elective 2

- Advertising Copywriting and Digital Publications (ADV)
- Public Relations and Media Writing (PR)
- Feature Writing (JR)
- TV and Online Broadcast Journalism (COMM)

Elective 3

- Internet Advertising and Management (ADV)
- Strategies and Practices in Public Relations (PR)
- Investigative Journalism (JR)
- Documentary Feature Production (COMM)

Elective 4

- Advertising and Brand Communication Campaigns (ADV)
- Issues and Challenges in Public Relations (PR)
- News Editing and Editorial Processes (JR)
- Editing and Post Production (COMM)

As part of the curriculum, students will be required to take 4 general subjects (Mata Pelajaran Umum), as required by the Ministry of Education, Malaysia



I have always had the passion for the media industry, and SEGi offers the perfect programme which suits my interest. I got to build a solid theoretical foundation along with the working knowledge of the communications industry from well-established and experienced lecturers.

Noon Mohammed Imad

Career Opportunities

Journalist, Corporate Communication Executive, Public Relations Executive, Advertising Executive, Content Creator, Copywriter, Media Planner, Television Presenter or Radio Presenter.

BACHELOR OF ARTS (HONS) ENGLISH AND PUBLIC RELATIONS

SEGi UNIVERSITY & UNIVERSITY OF ST MARK & ST JOHN, UK

The programme is a double major degree with a dual award from the University of St Mark & St John (MARJON) that aims to produce quality public relations practitioners with a sound command of the English language for government, corporate and non-profit organisations. In the English major, students analyse the use of the English language in literary texts and the inter-relationships of language and society. The Public Relations major arms students with knowledge of strategies and practices of successful public relations campaigns, and provides them with opportunities to use their knowledge of the literary and linguistics features of the English language to craft a range of public relations speeches and writings.

Dual Award



Programme Modules

Year 1

- Introduction to Communication Theory
- English for Business Correspondence
- English Grammar
- Academic English
- Public Speaking
- Introduction to Mass Communication ●
- Introduction to Linguistics ●
- Introduction to Literature ●
- World Englishes
- General Psychology
- Visual Communication
- Mata Pelajaran Pengajian Umum:
- Hubungan Etnik / BM Komunikasi
- Tamadun Islam & Asia / Malaysian Studies
- Effective Listening
- Personal Health Management
- Kokurikulum

Year 2

- Principles of Public Relations
- English Phonetics and Phonology
- Sociolinguistics
- Strategies and Practices in Public Relations
- Event Management
- Introduction to Drama
- Business Ethics
- Law and Ethics in Mass Communication
- Creative Writing
- Southeast Asian Literature in English
- Crisis Management
- Quantitative and Statistical Methods
- Entrepreneurship
- Environmental Management and Technology

Year 3

- Desktop Publishing
- Research Methods
- Public Relations and Media Writing
- Media Relations and Publicity
- Public Opinion and Propaganda
- American and European Literature
- Research Project
- Internship

● Student entry to Year 2 require bridging subjects.



There's always a balance of what you learn in each semester in English and Public Relations course as the subjects tend to complement each other. Regardless of whether you lean toward English or Public Relations, each subject will offer useful knowledge. The people I have met are vibrant and fun to be around with. I've also been involved with many events and it helps to prepare me for the real world.

Jazlin Zakri

Career Opportunities

Press agents, publicity and media relations managers, crisis managers, customer relations manager, public affairs manager, events manager and many more in the government, media and corporate sectors, banks, investment houses, finance institutions, insurance companies, travel agencies, hotels, legal firms, and consultancies.

BACHELOR OF CORPORATE COMMUNICATION (HONS)

SEGi UNIVERSITY

The programme provide students with a framework for understanding communication theories and processes in an organisational context. Key research, communication and media-handling skills are taught to enable students to handle challenging real-world projects from communication to delivery and subsequent evaluation.

In addition, students will be introduced to the concepts and principles of human behaviour, marketing, advertising, public relations, journalism, the media, management, design and information technology. As the course progresses, concepts are studied for their application and influence in relation to the communication objectives of business, industry, government groups and non-profit making organisations. The lifelong learning skills provided will enable students to critically, objectively and analytically address complex problems or issues so as to work independently and manage time effectively.

Programme Modules

Year 1

- TITAS/BMK2
- Visual Communication
- Introduction to Corporate Communication
- Organisational Communication
- Corporate Web Page Design
- Understanding Journalism
- Presentation Skills
- Communication English
- Media, Culture and Society
- Integrated Marketing Communication
- Communication Theory
- Desktop Publishing

Year 2

- Media Law, Power and Public Opinion
- Elective 1
- Media Technology and Practices
- Crisis Management
- Corporate Image and Identity
- Business Ethics
- Effective Listening/Bahasa Kebangsaan A
- Issues and Challenges in PR
- Corporate Social Responsibility
- Communication Research Methods
- MPU: Personal Health Management
- Social Media and PR Practices

Year 3

- Corporate Communication Campaign
- MPU: Pengurusan Ko-kurikulum
- Environmental Management and Tech
- Entrepreneurship Development
- Elective 2
- Dissertation
- Hubungan Etnik/Malaysian Studies 3
- Industrial Training

Elective 1

- Communication Mandarin
- Intercultural Communication

Elective 2

- Translation Studies
- Contemporary Business Report Writing



Studying in SEGi is one of the best choices I've made so far. I like my lecturers because whenever we need help, they are willing to listen and give helpful advice.

Lau Suxin

Career Opportunities

Public relations executive, Corporate branding executive, Marketing communication executive, Media relation executive, Account executive, Special events planner.

EXECUTIVE DIPLOMA IN MASS COMMUNICATION

SEGi COLLEGE

The world has witnessed a phenomenal and unprecedented explosion in communication technology and media. All boundaries have been transcended, and the entire global community seems to have been brought together into one unified whole. And it is here that mass communication, as a stream of study, and as a career, becomes so important and enviable.

Mass Communication is not limited to journalism alone. To a great extent mass media is a modern reality that covers all aspects of human life. Moreover, a great change can be observed in the concept of people working in mass media. Careers in Mass Communication are not only high paying but also bring in a great deal of job satisfaction and expression of creativity.

Programme Modules

- Introduction to Mass Communication
- Principles of Marketing
- Academic English
- Speech Communication and Presentation Skills
- Electronic Publishing
- Intercultural Communication
- Reporting
- Visual Communication
- Copywriting for the Media
- Communication and Society
- Media and Communication Law
- Public Relations
- Communication Research

Career Opportunities

Media planner, Public Relations Officer, Event Planner, Journalist, Photojournalist, Marketing Communication Executive, Copywriter.

JPT/BPP(A8050)(10/22) SWK CAMPUS

DIPLOMA IN MASS COMMUNICATION

SEGi COLLEGE

This programme is designed to cater to the high demand for skilled professional in the fields of advertising, multimedia, public relations and broadcasting.

Moreover, this diploma programme also aims to instill students with technological know-how and many invaluable skills to produce industry-centric graduates who are computer and IT-savvy, to enable them to excel in the global communications industry.

Upon completion of this programme, students will be fully equipped with exceptional design skills, presentation skills, communication skills, writing skills and management skills to apply in the challenging and competitive public relations, advertising and broadcasting industry.

Programme Modules

Year 1

- General Language Training
- Introduction to Mass Communication
- Principles of Marketing
- MPU: Moral Studies/ Islamic Studies
- News Reporting
- Business Communication
- MPU: Presentation Skills/ Bahasa Kebangsaan (for those no credit in BM SPM)
- Videography
- Academic English
- Advertising Principles
- Documentary & Photojournalism
- Fundamental Photography
- Media Studies

Year 2

- Public Relations
- Visual Analysis
- MPU: Malaysian Studies (Local)/ Bahasa Komunikasi (International)
- Communication & Scholarship
- Media Law & Ethics
- Copywriting
- Electronic Publishing
- Decision Making Skills
- Film Appreciation
- Journalism
- Communication Research
- Final Year Project
- MPU: Pengurusan Ko-Kurikulum

Year 3

- Industrial Training

Career Opportunities

Students who successfully complete the programme can then move on to pursue the bachelor degree programme, allowing students to pursue careers such as Public Relations Practitioner / Executive, Corporate Communication Executive, Account Management, Copywriter, Media Analyst, Journalist

FOUNDATION IN ARTS

SEGi UNIVERSITY & SEGi COLLEGE

The foundation year is an introductory programme that will equip students with the skills and knowledge to further their studies locally or internationally. Students are exposed to modules which will allow them to become creative thinkers and problem solvers that can be translated into practical ideas. This programme also enables students to develop a range of practical skills and solid knowledge, preparing them for smooth progress to a communication degree of their choice.

Programme Modules

Semester 1

- General Language Training
- Computer Application
- Introduction to Business
- Statistics
- Malaysian Studies

Semester 3

- Public Speaking
- Critical Thinking Skills
- Elective 3*
- Elective 4*

Semester 2

- Academic English
- Moral Studies / Islamic Studies
- Principle of Economics
- Elective 1*
- Elective 2*

* Students will have to choose the electives according to the discipline of undergraduate studies they intend to pursue.

* Elective Subjects (E1, E2, E3, E4)

Accountancy & Business

- E1 Introduction to Marketing
- E2 Introduction to Financial Accounting
- E3 Fundamental of Management
- E4 Mathematics

Creative Design

- E1 History of Art
- E2 Colour & Form
- E3 Drawing Fundamentals
- E4 Fundamentals Photography

Mass Communication

- E1 Interpersonal Communication
- E2 Intercultural Communication
- E3 Communication & Scholarship
- E4 Fundamentals Photography

Computing

- E1 Programming Methodology
- E2 Information Technology
- E3 Fundamental of Management
- E4 Mathematics

Built Environment

- E1 Introduction to Building Technology
- E2 Introduction to Estimating
- E3 Introduction to Construction Materials
- E4 Mathematics

Tourism & Hospitality

- E1 Interpersonal Communication
- E2 Intercultural Communication
- E3 Fundamental of Management
- E4 Sociology of Tourism

* Electives may be subjected to change.

Why study this programme?

This qualification is specially designed for students with SPM, O-Level or equivalent qualifications and who would like to pursue a bachelor degree at the university. Upon successful completion of the Foundation in Arts programme, students may further their studies in a wide range of degree programmes depending on units completed during their studies. Students may be eligible to apply for advanced standing.



SEGi University Kota Damansara (DU031-B)

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SEGi College Kuala Lumpur (W4P0115)

☎ 603 2070 2078 ☎ 018 211 8653 ☎ 1800 88 8028

SEGi College Subang Jaya (DK250-04(B))

☎ 603 8600 1777 ☎ 016 212 9154 ☎ 1800 88 8622

SEGi College Penang (187620-W)

☎ 604 263 3888 ☎ 013 629 4880

SEGi College Sarawak (DK250-02(Q))

☎ 6082 252 566 ☎ 017 859 2566 ☎ 1300 88 7344

The best in you, made

POSSIBLE

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SCANME



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