

# BACHELOR OF MEDIA AND COMMUNICATION

N/321/6/0254 MQA/PSA13975

[swinburne.edu.my/bmac](http://swinburne.edu.my/bmac)



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MALAYSIA • AUSTRALIA



# IT'S NOT WHAT YOU SAY, BUT HOW YOU SAY IT.

Do you love getting inside people's heads and understanding why they do the things they do? Are you compelled to turn confusion into clarity? Maybe you want to create entirely new worlds through games and storytelling?

If you want to change the world with your words, then Swinburne's media and communication program is for you. Our practical courses are shaped with industry. So equip yourself to influence in any environment.

## ENTRY REQUIREMENTS

- A pass in STPM with a minimum of Grade C in any subject or any equivalent qualification  
Or
- A pass in UEC with at least 5B or any equivalent qualification  
Or
- Total best 3 subjects in A Level with minimum 8 points

For the complete list of entry requirements, visit [swinburne.edu.my/study/admission/entry-requirements.php](http://swinburne.edu.my/study/admission/entry-requirements.php)

## ENGLISH LANGUAGE REQUIREMENTS

- IELTS 6.0 (no individual band below 6.0)
- TOEFL (Internet based) of 75 (Reading no less than 18; Writing no less than 20)

## ANNUAL TUITION FEES

RM24,960 (Malaysian)

RM31,600 (International)

The indicated fee is for 2021 only and is subject to annual review and adjustment.

## DURATION OF STUDY

3 years

## INTAKE

August

## CAREER OPPORTUNITIES

Graduates can go on to become (and not limited to) a Content Creator, Social Media Analyst, Brand Manager, Communication Manager and App Developer.



In the subject of Communication and Media studies\*  
\*QS World University Rankings by Subject, 2019



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The only Adobe Creative Campus in Malaysia

## UNITS OF STUDY

### CORE UNITS

- COM10007 Professional Communication Practice
- MDA10008 Global Media Industries
- JOU10007 Media Content Creation
- MDA10001 Introduction to Media Studies

### SOCIAL MEDIA MAJOR

- MDA100006 Innovation Cultures: Perspectives on Science and Technology
- MDA20009 Digital Communities
- MDA20025 National Media in a Globalised World
- MDA20003 Networked Selves
- MDA20011 Sports / Advertising / Media
- MDA30017 Media Analytics and Visualisation
- MDA30007 Media and Communication Project B
- MDA30012 Researching Social Media Publics

Students are also required to take 12 Component units (150 credit points) comprising of a/an co-major, advanced minor, minors and/or electives. These units are in Communication Design, Motion Design, Marketing, Management, International business, Entrepreneurship, and Digital Marketing.

## GET IN TOUCH WITH US



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