



Bachelor Of Media And Communication

N/321/6/0254 [10/27] MQA/PSA13975



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Swinburne University of Technology Sarawak Campus, Malaysia

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

English entry requirements

- IELTS 6.0 (no individual band below 6.0)
- 64 (no less than 13 in reading, 12 in listening, 18 in speaking, 21 in writing)

Duration of study

- 3 years

Intake

- February, September

Tuition Fees (Annual)

- RM25,680 (Malaysian)
- RM32,520 (International)

The indicated fee is for 2022 only and is subject to annual review and adjustment.

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.

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

- MDA10006 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.



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



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The information contained in this flyer was correct at the time of publication, April 2022.

The university reserves the right to alter or amend the material contained in this flyer.

For the most up-to-date course information please visit our website.