

BACHELOR
OF
COMMUNICATION
IN



**Strategic
Communication
with Honours**



FACULTY OF LANGUAGE AND
COMMUNICATION

INTRODUCTION

The Bachelor of Communication in Strategic Communication with Honours is a four-year (eight semesters) degree programme. This programme aims to produce graduates with analytical, critical and practical skills in the field of strategic communication. Concurrently, graduates will be equipped with leadership skills that enable them to become responsible in communicating objectively and creatively. Graduates from this program will be able to optimize the usage of thorough and strategic communication tools for them to adapt their knowledge with the dynamic global environment.

CAREER PROSPECTS

Corporate communication executives, Editors and writers, Strategic communication executives, Media reporters and journalists, Advertising and marketing executives, Public relations executives, Communication/media consultant, Communication entrepreneur, Political communication advisor, Press secretary for ministers, Editors, Scriptwriters, Copywriters, Event and campaign planner/executives, Producers for print and multimedia, Administrators for online news portals and websites, Researchers.

Semester 1

PBF1013 Philosophy of Communication
PBK1013 Interpersonal Communication
PBK1143 Strategic Speech Communication
PPD1041 Soft Skills and Basic Volunteerism
MPU3192 Appreciation of Ethics and Civilisation
XXX3 University Elective Courses (1)
****PBI1112** Preparatory English 1
**if needed based on student's MUET result*

Semester 3

PBK2044 Communication Theory
PBK2134 Communication Law and Policy
PBK2153 Principles and Practices of Strategic Communication
MPU3222 Foundation of Entrepreneurship Cultivation
PBM2072 Malay Language
XXX3 University Elective Courses (2)
*****PBI1072** English for Professional Communication
*****PBI1082** English for Occupational Purposes
**** choose 1 based on PBI1102 or PBI1092 result*

Semester 5

PBK3064 Mass Media
PBF3103 Statistics for Communication
PBK3164 Strategies in New Media Communication
PBK3174 News Writing Across Platforms

Semester 7

PBK4194 Seminar on Issues in Strategic Communication
PBK4204 Strategic Campaign and Event Management
PBF4184 Political Communication and Public Opinion
PBF4144 Final Year Project II

Semester 2

PBF1023 Communication and Society
PBF1033 Introduction to Media Politics
PBF1043 Media History
MPUXXX2 Credited Co-curricular
MPU3182 Philosophy and Current Issues
MPU3332 National Heritage
****PBI1102** Academic English 1
****PBI1092** Academic English 2
*** choose 1 based on student's MUET result*

Semester 4

PBF2054 Risk and Crisis Communication
PBF2074 Research Method for Communication
PBF2093 Media Psychology
PBF2173 Media, Gender and Identity
XXX3 University Elective Courses (3)
PBI1052 English in the Media

Semester 6

PBF2064 Media Economics
PBK3084 Advertising and Marketing Communication
PBF3123 Communication in Negotiation
PBK3184 Multimedia Production for Strategic Communication
PBF3133 Final Year Project I

Semester 8

PBF4156 Industrial Training

Level	Minimum Entry Requirements	Specific Entry Requirements
STPM	<p>Passed Malaysian Certificate of Education (SPM) / equivalent with credit in Malay/Malaysian Language subject or credit in Malay/Malaysian Language July Paper subject and passed in History subject (SPM 2013 and above); AND</p> <p>Passed Malaysian Higher Certificate of Education (STPM) with at least a CGPA of 2.00 and Grade C (CGPA 2.00) in General Studies (Pengajian Am) and Grade C (CGPA 2.00) in two other subjects.</p>	<p>Obtained at least: Grade C (CGPA 2.00) for STPM in two (2) subjects (excluding General Studies).</p>
STAM	<p>Passed Malaysian Certificate of Education (SPM) / Equivalent with credit in Malay/Malaysian Language subject or credit in Malay/Malaysian Language July Paper subject passed in History (SPM 2013 and above). AND Passed Malaysian Higher Certificate of Religious Education (STAM) with at least Jayyid level</p>	
Diploma / Equivalent	<p>Passed Malaysian Certificate of Education (SPM) / Equivalent with credit in Malay/Malaysian Language subject or credit in Malay/Malaysian Language July Paper subject passed in History subject (SPM 2013 and above)</p> <p>AND have a Diploma or other equivalent qualification recognized by Malaysian Government and approved by University Senate;</p> <p>OR Passed Malaysian Higher School Certificate (STPM) with at least a CGPA of 2.00 and Grade C (Subject Grade Point (NGMP) of 2.00) in three (3) subjects taken including General Studies;</p> <p>OR Passed Matriculation examination / Foundation</p>	
MoE Matriculations/ UM Science Foundation/ UM Science Foundation / UiTM Foundation	<p>Passed Malaysian Certificate of Education (SPM) / Equivalent with credit in Malay/Malaysian Language subject or credit in Malay/Malaysian Language July Paper subject passed in History subject (SPM 2013 and above)</p> <p>And Passed MoE Matriculation/UM Science Foundation/ UiTM Foundation / UNIMAS Science Foundation with at least a CGPA of 2.00, AND obtained at least Band 2 in Malaysian University English Test (MUET)</p>	
A Level/ International Baccalaureate (IB)/ AUSMAT	<p>Passed Malaysian Certificate of Education (SPM) / Equivalent with credit in Malay/Malaysian Language subject or credit in Malay/Malaysian Language July Paper subject passed in History subject (SPM 2013 and above)</p> <p>AND Passed GCE A Level/ International Baccalaureate Diploma (IB)/ AUSMAT recognized by Malaysian Government and approved by University Senate.</p>	

SUPPORT

To support your study, the university provides various facilities and resources:

- Library: Perpustakaan Tun Abdul Rahman Ya'kub (PeTARY)
- Computing facilities
- Resources Rooms
- Online Learning Support

CONTACT US

PHONE NUMBERS

+6082 58100 ext 2623 /
+6014 3903014

WEBSITE

<https://www.flc.unimas.my>

EMAIL

mtejah@unimas.my

Ms. Khadijah Mohamad Tuah (Programme Coordinator)

Faculty of Language and Communication
Universiti Malaysia Sarawak (UNIMAS)
94300 Kota Samarahan
Sarawak

