Bachelor of Communication (Hons) Advertising  
*KP/JPS (KA4116)6/09*

This programme provides in-depth knowledge of the advertising field, and also introduces other areas of mass communication such as public relations. Students learn how to integrate the various communication tools into a corporate strategic plan. In addition, students will be provided a solid foundation on the latest in multimedia communication developments.

**Career Prospects**

Graduates may seek employment as copywriters, art directors, production managers, strategy planners, media planners, account managers, market researchers and brand managers in organisations such as advertising agencies, TV and radio stations, new media companies, publishing companies, direct marketing agencies, media buying agencies, market research companies and the marketing department of corporations and non-profit organisations.

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#### Year 1

**First Semester**

- Pengajian Malaysia
- Communicative English
- Introduction to Information Technology
- Introduction to Mass Communication
- Introduction to Advertising

**Second Semester**

- Bahasa Kebangsaan (A)* For Malaysians  
  or  
  Bahasa Kebangsaan (B)** For non-Malaysians
- Conceptual Design
- Advertising Copywriting
- English for Mass Communication
- Multimedia Tools for Advertising
- Chinese Language for Communication I  
  or  
  Introduction to Chinese Language I  
  or  
  Japanese 1  
  or  
  Introduction to Chinese Language II

#### Year 2

**First Semester**

- Public Speaking
- Pendidikan Moral

*Updated 4 July 2007*
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<tbody>
<tr>
<td>Pengajian Islam</td>
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<tr>
<td>Colour Studies</td>
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<td>Media Planning</td>
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<td>E-Commerce</td>
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**Second Semester**
- Creative Strategy for Advertising
- Communication Research Methods
- Communication Theories
- Sales Promotion Design
- Brand Management

**Third Semester**
- International Advertising
- Corporate Identity Design
- Psychology for Communication
  - or
  - Organisational Psychology

**Year 3**

**First Semester**
- Industrial Training

**Second Semester**
- Thinking Techniques
- Communication Law
- Web Page Design
- Animation

**Third Semester**
- Integrated Marketing Communication
- Final Project (Campaign Production)