

INSPIRING LIVES. WIDENING HORIZONS.



**FACULTY OF
LIBERAL
ARTS**

BERJAYA SCHOOL OF COMMUNICATION & MEDIA ARTS

**CREATE
COMMUNICATE
CONNECT**

BE BERJAYAN, BE FIRST

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Good communication skills is the key to any success



Be First

Communicate and articulate well



Communication skills, broadly defined as the ability to absorb and transmit ideas orally, visually and in writing, are highly sought after by employers in the 21st Century marketplace. That said, it is also critical that the information we receive and send out is correct. But in this fast moving age of high tech communication, where the only constant is change, it is also vital that we be the first to know, learn, experience, inform and reach out.

For the longest time, being the first to publish or broadcast has always been the driving force of the news media. Today, to be the first is just as important in many other types of communication / media business – be it advertising, public relations, corporate communications, or media entertainment.

At BERJAYA School of Communication & Media Arts

We are dedicated to educating students to become critical thinkers, eloquent communicators and skillful advocates and persuaders.

Topping it off, we are also committed to providing students with the added advantage of being the first to know, learn and apply what they have been taught. It is a way for them to be ahead of the competition or just for the pure joy of it.

We believe our graduates will succeed in the fields of public relations, journalism, broadcasting, advertising, marketing, management and human resources, to name only a few. They will be in high demand for their critical thinking and outstanding communication skills. And they will understand and benefit from the added value of being first.

If an exciting career in the dynamic world of communication is what you desire, be first to join us at BERJAYA School of Communication & Media Arts and turn your ability to articulate well into a rewarding career!

The Berjayan Advantage

Berjaya Immersion Methodology

From internationally renowned guest lecturers to global internships, combined with practical hands-on learning approach, BERJAYA School of Communication & Media Arts will immerse you in valuable insights to achieve a successful career in the PR industry. We have devised a platform that would support interested learners to develop and nurture essential dynamic skill sets for PR. Both soft skills and communication skills are required in the PR industry. Lessons are not restricted to the classroom because students are exposed to witnessing events and acquiring hands-on experience when they assist professionals in a media setting.

Global Business Connections

Supported by Berjaya Corporation group of companies and global connections, our students enjoy the opportunity to be placed in prestigious internships and first job priority status for work placements around the world spanning a range of industries.

Five-Star City Campus

To be the part, one must be trained to act the part. That is why BERJAYA School of Communication & Media Arts is located in the heart of Malaysia's bustling commercial city, Kuala Lumpur, within one of its thriving shopping centers, Berjaya Times Square. Immersed within our city campus equipped with five-star business facilities and easy access to a variety of businesses, our students are exposed to real-world work environments that act as a live lab supporting their development as PR professionals.

Academic Team

Our school has a strong, experienced and passionate academic team who are not only highly-qualified lecturers, but also leaders and pioneers in this exciting industry. Our students gain from their repertoire of industry experiences and invaluable guidance that accords them a competitive edge through real-world industry insights.



Our Strength, Your Future



Supported by the Berjaya Corporation group of companies, BERJAYA School of Communication & Media Art students have the opportunity to gain immediate career advancements upon graduation by leveraging on our Group's global connectivity.



What Our Students Say

I chose to study the Diploma in PR at BERJAYA UC because the location of the campus is very convenient and everything is within our reach. As this is a city campus equipped with great facilities, we are able to have outdoor class exposure which helps build our interest in the course and prepares us for the industry.



Ashika Nair
Diploma in Public Relations



"The classes are conducted very well in a conducive environment. Moreover, my coursemates and I have very good relationships. Overall, I am very satisfied with my choice and I have learnt many new skills such as writing reviews and giving presentations."

Leong Lok Yan, Jolynn
Diploma in Public Relations

"As the classes are small, the attention given during lessons is more personal and lecturers can focus more on us individually. Given the size of the class, my classmates and I are quite close and we enjoy our lectures. The lecturers here are really helpful and often give us extra attention."

Tay Hun Hae, Justin
Diploma in Public Relations



Diploma in Public Relations

JPT/BPP (N/312/4/0007) 12/18 (FA 3061)

Effective communication management influences people's perception and is able to generate a positive and favourable image of an individual, an organisation or even a nation. Public Relations (PR) is the key to Corporate Communication in safeguarding the reputation of a company. As the media business is fast changing, PR is also changing along with it. PR specialists have a choice to concentrate on areas such as media relations, internal and external stakeholder relations, and corporate communication.

Why choose this programme?

The programme provides students with the knowledge and skills required to excel in the ever-expanding communication industries. Courses are designed to increase understanding of public relations techniques and principles. At BERJAYA UC, students have the opportunity to gain exposure in different industries through an expansive network of the Berjaya Group of companies.

What can you expect from this programme?

The programme offers exciting theoretical and hands-on experience in managing communication with internal and external stakeholders. A number of field trips are especially designed to support student learning experiences. With qualified lecturers from the PR industry, the lessons will be geared towards honing strong analytical and decision making skills, in addition to effective verbal and written communication skills. These skills will be valuable during the intensive internship programme.

PROGRAMME STRUCTURE

YEAR 1

- Communication Law
- Computer Applications
- English for Academic Purposes
- Introduction to Mass Communication
- Media, Culture and Society
- News Writing for the Media
- Personal Development Skills
- Principles of Persuasion
- Principles of Public Relations
- Professional Development Skills
- Public Speaking Skills
- Public Relations Writing
- Team Development Skills
- The Event Industry

YEAR 2

- Crisis Public Relations
- Desktop Publishing
- Entrepreneurship Development
- Fundamentals of Business Events
- Organisational Communication Skills
- Media Relations and Management
- PR Planning and Strategies
- Social Media Strategies for Public Relations
- Elective 1
- Elective 2
- Internship



INTERNSHIP

You will undergo a trimester of comprehensive training that is especially designed to give you an intensive hands-on learning experience within a challenging work environment in the PR industry.

ENTRY REQUIREMENTS

- SPM / O-Levels / UEC or equivalent with a minimum of 3 credits, including English.
- Applicants who possess other qualifications will be considered on a case-by-case basis.

INTAKES

January, May and September

DURATION

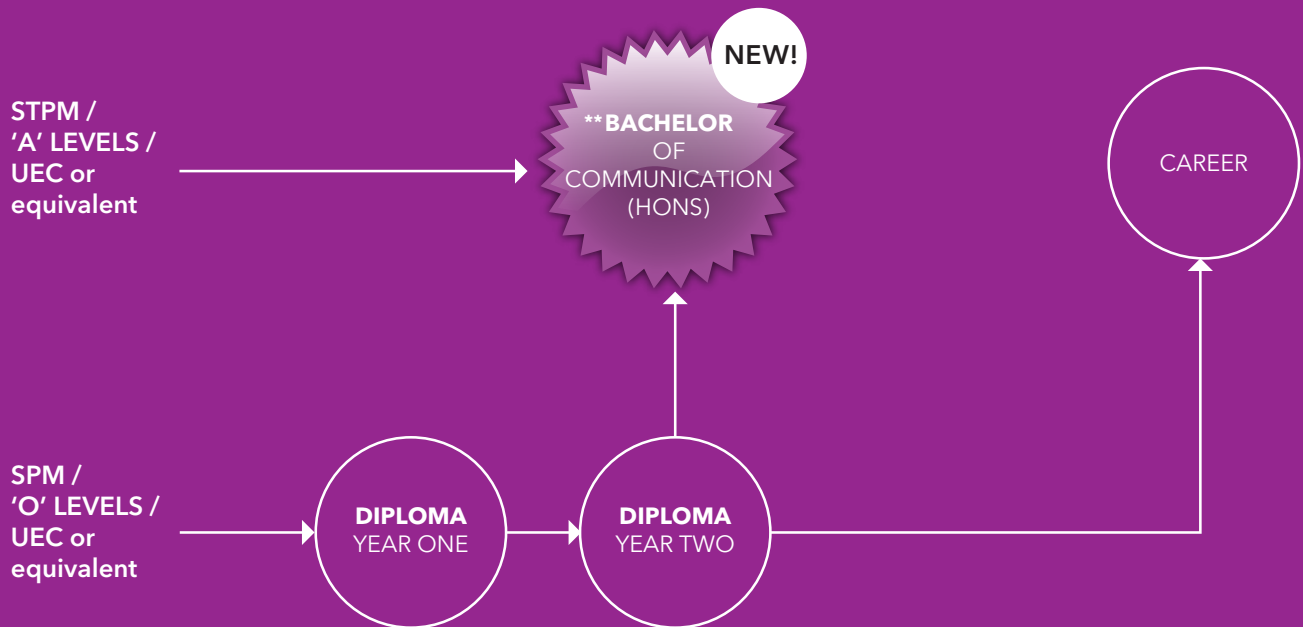
2 years inclusive of a 16-week internship

COMPULSORY GENERAL COURSES (Mata Pelajaran Umum)

- Malaysian Studies 2 / Bahasa Melayu Komunikasi 1
- Moral Education
- Thinking Skills
- Community Services



Education Pathways



[*] Diploma holders are eligible for transfer of credits into a degree programme.

[**] Pending approval from MQA.

Career Opportunities

The Public Relations industry is experiencing exponential growth where digital media has redefined the world of communication and networking. This transformation opens the door to a myriad of career opportunities. A PR job could see you organising events, participating in meaningful conversations on social networks, building media relations, writing press releases, placing stories in newspapers and magazines and promoting some of the world's most exciting brands. As a PR practitioner, the world is your stage.

PUBLIC RELATIONS

- Public Affairs Specialist
- PR Consultant
- Agency Director
- Strategic Communications Manager

MARKETING MANAGEMENT

- Brand Specialist
- Campaign Director
- Customer Service Manager
- Customer Relations Manager

MEDIA MANAGEMENT

- Media Specialist
- Corporate Communications Manager
- Media Relations Manager
- Media Analyst

Five-Star City Campus

Situated in the heart of Kuala Lumpur, the BERJAYA University College campus is designed to enhance your educational experience, every step of the way.

As a premier university campus, the reception presents itself with the look and feel of a 5-Star hotel. Recreating the mood of an actual working environment allows learning to remain conducive at all times.



BERJAYA UNIVERSITY COLLEGE

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Faculty of
Liberal
Arts

**BERJAYA SCHOOL OF
COMMUNICATION & MEDIA ARTS**

**BE DISTINCTIVE
BE EXCELLENT
BE WORLD-CLASS
BE BERJAYAN**

A MEMBER OF



BERJAYA University College

DKU007(W)

(Formerly known as BERJAYA University College of Hospitality)