



TAYLOR'S
UNIVERSITY

Wisdom • Integrity • Excellence



MASTER OF COMMUNICATION

Sharpen Your Competitive Edge in Communication

TAYLOR'S UNIVERSITY

Established since 1969, we are a world-class university which has provided our students with a global-standard education experience through our well-equipped campus, up-to-date facilities, strong industry linkages and partnerships with leading universities worldwide.

Students can enrol in foundation, diploma, degree, postgraduate and professional programmes encompassing various fields, such as American Degree Transfer Program, Architecture, Biomedical Science, Biotechnology, Business, Communication, Computing & IT, Design, Education, Engineering, Food Science with Nutrition, Hospitality, Tourism & Culinary Arts, Law, Medicine, Pharmacy, Psychology, and Quantity Surveying.

With an alumni of over 70,000 graduates, we continue to play a strong role in developing Malaysia's human resource capital. Our strong network of alumni have become leaders in their respective fields throughout the country, and around the world.



TAYLOR'S SCHOOL OF COMMUNICATION

Established in 2000, Taylor's University School of Communication (SOC) is an internationally respected and recognised centre for media and communication studies. The School has a strong foothold in two main areas, namely research and industry expertise. With a strong academic partnership with the University of the West of England (UWE), SOC offers a full array of communication programmes, from foundation and diploma to undergraduate and postgraduate degrees. In addition to the strategic partnership with UWE, SOC has also forged strong linkages with world-class industry players to provide faculty and students with invaluable exposure to the latest developments and vanguard practices in the field of communication.

MASTER OF COMMUNICATION

KPT/JPS (N/321/7/0056) (MQA/FA2004) 11/17

This programme explores the nature and functions of communication with a focus on the knowledge and skills required to excel in the fields of communication and media in today's society. It includes practical input from industry professionals and in-depth analysis of case studies and key issues in the constantly changing media landscape. Students will discover, discuss and examine how communication and the media environment affect our economic growth, political scene, law and policy trends, and cultural and social systems.

Graduates of this programme will have the competencies necessary to tackle contemporary communication issues and enjoy a competitive advantage in the workplace.

WHO SHOULD APPLY?

This programme is for:

- Professionals who are currently employed or seeking employment in the fields of communication and media
- Recent graduates of undergraduate communication programmes
- Those interested to pursue a new communication and media related career path
- Those interested in deepening their knowledge in communication (applicable in many fields)

CAREERS

With a Master of Communication, you can pursue the following careers:

- **Account Manager**
- **Brand Manager**
- **Corporate Communication Manager**
- **Creative Director**
- **Marketing Communication Director**
- **Media Specialist**
- **Public Relations Consultant**
- **Sales and Promotion Manager**
- **Senior Media Planner**
- **Strategic Corporate Communication Director**
- **Other jobs that require communication and media competencies**

Programme Highlights

This programme's distinctive feature is its balanced integration of communication theory and practical applications. Students are challenged to develop a well-rounded and reflective approach to communication strategy and practice by applying innovative models and techniques in a variety of real-world settings. By engaging in all aspects of the programme, they will become skilled communication experts in this dynamic information age.

1 Focus on Media and Communication Aspects

- Cultivate communication-minded graduates through exposure to corporate communication strategy, organisational communication practice and media management modules.

2 Contemporary Theories and Approaches

- Exposure to contemporary approaches to communication such as Issues in New Media, International and Cross-Cultural Communication and Advanced Psychology for Communication.
- Covers current issues of concern and the latest trends in the industry through a range of activities, such as research works, speaker series and conferences by international researchers and industry experts within the field of communication.

3 Strategic Communications

- The curriculum provides an in-depth understanding of the dynamics of media and communications. Emphasis is placed on decision-making abilities in strategic roles, specifically abilities to analyse, develop and execute effective strategies for business operations.
- Develop skilled graduates who can identify research methods appropriate to communication and media; and apply this knowledge to practical problems arising in communications and media industries.

4 Two Study Options

- The Master of Communication programme takes two forms:
 - (a) **Coursework mode** caters to those who prefer coursework over in-depth research study.
 - (b) **Mixed mode** is ideal for students who have basic research knowledge, enjoy conducting in-depth research and aspire to be academics and/or pursue advanced doctoral studies in the future.



PROGRAMME STRUCTURE

Students can choose one of the two modes of study based on strengths and preferences.

DURATION: MIN 1.5 YEARS, MAX 5 YEARS				
	COURSEWORK MODE	CR	MIXED MODE	CR
FOUNDATION MODULES	<ul style="list-style-type: none"> Advanced Communication Theories Research Methodology 	4 4	<ul style="list-style-type: none"> Advanced Communication Theories Research Methodology 	4 4
CORE MODULES	<ul style="list-style-type: none"> Organisational Communication Practice International and Cross-Cultural Communication Issues in New Media Advanced Psychology for Communication Corporate Communication Strategy 	4 4 4 4 4	(Choose 2) <ul style="list-style-type: none"> Organisational Communication Practice International and Cross-Cultural Communication Issues in New Media Advanced Psychology for Communication Corporate Communication Strategy Media Management 	4 4 4 4 4 4
ELECTIVES MODULES	(Choose 2) <ul style="list-style-type: none"> Media Management Reputation Management Political Communication Quantitative Data Analysis Qualitative Research Methodology 	4 4 4 4 4	(Choose 1) <ul style="list-style-type: none"> Quantitative Data Analysis Qualitative Research Methodology 	4 4
	Capstone Research Project (8,000 words)	4	Dissertation (20,000 words)	20

SCHEDULE

- Each module will be taught over a block of 12 weeks
- An indicator timetable is shown as below

COURSEWORK MODE	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5
	12 weeks				
	Module 1	Module 3	Module 5	Module 7	Module 9
	Module 2	Module 4	Module 6	Module 8	Project

Note: Background work and discussions with advisor for the Capstone Project in Communication should preferably begin in Semester 4

MIXED MODE	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5
	12 weeks	12 weeks	12 weeks	12 weeks	12 weeks
	Module 1	Module 3	Module 5	Dissertation	
Module 2	Module 4	Dissertation			

Note: Dissertation writing is carried out over 2-3 semesters with a dissertation supervisor.

ADMISSION

Entry Requirements

- *Coursework Mode*
 - i. A recognised Bachelor's degree with minimum CGPA 2.50 **OR**
 - ii. All Bachelor's degree with a $2.00 \leq \text{CGPA} < 2.50$, recognised by the Malaysian or National Government, AND a minimum of 5 years related work experience
 - *Mixed Mode*
 - i. A recognised Bachelor's degree with minimum CGPA 2.75 **OR**
 - ii. A recognised Bachelor's degree below CGPA 2.75 but above CGPA 2.50, can be accepted subject to undertaking a written communication assessment and passing two pre-requisite modules – Introduction to Mass Communication and Communication Theory **OR**
 - iii. A recognised Bachelor's degree below CGPA 2.50, can be accepted subject to a minimum of 5 years working experience in relevant field
 - All other qualifications equivalent to the standard above would require Taylor's University Senate approval.
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English Requirements

You must include supporting evidence of your English language proficiency if your first language is not English, or if your undergraduate degree was not taught entirely in the English language. The supporting evidence can be fulfilled in one of the following forms based on the approved English requirement by Taylor's University Senate.

- International English Language Test (IELTS)
 - Test of English as a Foreign Language (TOEFL)
 - Malaysian University English Test (MUET)
 - Taylor's Intensive English Programme
 - Taylor's English Entrance Test (EET)
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Financial Aid

Taylor's University offers a range of financial aid to support local and international students to succeed in its postgraduate programmes. Most of the financial support grants tuition fee waiver and some even offer living allowances. Our financial support is awarded on a competitive basis based on academic achievements, leadership qualities, scholastic aptitude, presentation and writing skills. Alignment to Taylor's University's strategic thrust is critical to receive financial aid.

Please refer to the Scholarships / Bursaries for Postgraduate Programmes booklet for more information.

International Students

VISA APPLICATION

The Malaysian Immigration Department requires six to eight working weeks to process student visa applications. Taylor's International Office will assist international students in submitting the necessary application for a student visa – upon approval of their application for admission into the Master's programme and issuance of the Letter of Acceptance.

This publication contains information, which is current as of October 2017. Changes in circumstances after this date may impact upon the accuracy or timeliness of the information. Taylor's University does its best to ensure that the information contained herein is accurate, but reserves the right to change any information described here without notice. Readers are responsible for verifying information that pertains to them by contacting the university.

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- Sarawak: 6082-345 807 / 808



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