Since its inception, Taylor's has continuously provided excellent services for its students in terms of diverse study options, relevant curriculum and teaching methods, ongoing partnerships with leading universities worldwide, strong industry linkages, up-to-date facilities and well-equipped campuses. Taylor's University offers a myriad of courses in tertiary education, from diploma, to degree, post-graduate and professional programmes. Students can choose to enroll in courses encompassing fields such as Medicine, Pharmacy, Biosciences, Architecture, Computer Science, Engineering, Quantity Surveying, Law, Business, Communications, Design, Psychology, Hospitality, Tourism and Culinary Arts.

The quality of the undergraduate teaching and learning at Taylor's was acknowledged when it garnered a 'Tier 5: Excellent' rating in the Rating System for Malaysian Higher Education (SETARA) by the Ministry of Higher Education Malaysia in all four audit exercises. Taylor's University is ranked at no. 4 in the World in the graduate employment rate indicator under the QS Graduate Employability Rankings 2019; ranked at no. 135 in Asia in the QS Asia University Rankings 2019, and listed in the top 1 percent of universities in Asia. Taylor's University was also awarded 5-Star rating in five (5) categories of the QS Stars Rating. Taylor's University was also recognised as the number 21 university in the world for Hospitality & Leisure Management by QS World University Rankings by Subject 2018. Taylor's was listed in the top 2% universities in the world by QS World University Rankings. These achievements are important milestones for Taylor's, in line with its aim of becoming one of Asia’s leading universities.

Taylor's has received numerous recognitions locally and internationally from professional bodies such as the CDIO Initiative (Conceiving, Designing, Implementing, Operating), National Academy of Engineering in the USA and the Royal Institution of Chartered Surveyors (RICS) to name a few.

Taylor's continues to play a strong role in developing Malaysia's human resource capital, and boasts a 100,000-strong alumnus, many of whom have become leaders in their respective fields.
Taylor's University is a world-class international university which aims to provide its students with outstanding teaching and cutting edge learning facilities. 

Vice Chancellor and President's Message

Our objective is to produce successful graduates who are first choice for leading employers. We also help our students to graduate with the ambition and entrepreneurial skills to establish their own successful businesses. Work experience gained through internship is an integral part of many of our programmes.

Taylor's University has a strong international outlook based on its international faculty and students which come from all parts of the world. The international community at Taylor's is something the University is proud of and intends to continue to develop in order to ensure that our graduates are prepared for the modern international workplace.

Research and enterprise are rising ever higher on the Taylor's University agenda. Developing international-class research and expertise will further raise the reputation and standing of the University and the value of the degrees held by new graduates and alumni.

If you are thinking of becoming a student at Taylor's University, my colleagues look forward to answering any question you may have and we look forward to your visit to our Lakeside Campus in Subang Jaya.

Sincerely,
Professor Michael Driscoll
Vice Chancellor and President of Taylor's University

Awards

QS Stars Rated for Excellence & University Ranking By Region

2016

• Top 200 universities in Asia in the QS Asia Ranking
• Awarded 5-Star rating in five (5) categories of the QS Stars Rating
• Gold Award in the 'Education & Learning' category for the 6th consecutive year in Putra Brand Awards
• Gold Award in the 'Private University/College' category for the 6th consecutive year in the annual Reader's Digest Trusted Brands Award

2017

• Top 150 universities in Asia in the QS Asia Ranking
• Awarded 5-Star rating in five (5) categories of the QS Stars Rating
• Gold Award in the 'Education & Learning' category for the 8th consecutive year in Putra Brand Awards
• Gold Award in the 'Private University/College' category for the 7th consecutive year in the annual Reader’s Digest Trusted Brands Award

2018

• 135th university in Asia in the 2019 QS Asia University ranking
• 4th best university and Asia’s best for the graduate employment rate indicator in the 2019 QS Graduate Employability Rankings
• Placed in the 216th rank for employer reputation indicator in the 2019 QS World University Rankings results
• Top 21 ranking in the QS World Subject Rankings for Hospitality & Leisure
• Awarded 5-Star in five (5) categories of the QS Stars Rating
• Gold Award in the ‘Education & Learning’ category for the 9th consecutive year in Putra Brand Awards
• Gold Award in the ‘Private University/College’ category for the 8th consecutive year in the annual Reader’s Digest Trusted Brand Awards
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Vice Chancellor and President of Taylor's University
Research & Innovation

Taylor’s University has a firm footing in research and innovation as we believe these efforts can contribute towards knowledge building as well as assist in the development of the industry and society at large. As a University centred on research and innovation initiatives, we adopt a progressive outlook, embedding research components throughout our programmes and encouraging them at various levels in each faculty. Our students and faculty members engage extensively in "applied research", which enhances the body of knowledge and creates a direct impact on real world applications. All academic staff appointed at the degree level actively undertake research within the institution or in collaboration with industries or universities, either foreign or local. This research work shapes the creation and dissemination of new knowledge, feeding into the practical application of that knowledge, and ultimately informs and enhances teaching at Taylor’s.
Teaching and Learning Support

TED complements the work of academic staff to create excellence in teaching through practice, development, and innovation. We offer workshops and seminars that address a range of timely topics associated with teaching, learning and technology in higher education to enhance teaching capability and learning engagement.

The name ‘academy’ reflects our core purpose as a unit which primarily promotes ‘learning how to teach with technology’. Hence, eLA’s task is to help our academic staff effectively and meaningfully implement the use of technology in transforming the learning journey of the students, and hence enable them to learn in a collaborative, self-directed and personalised manner, anytime and anywhere.

The Student Success Centre (SSC) assists students as they adjust to university studies. SSC offers intervention for students via a blend of workshops, personalised 1-2-1 consultations and peer support services to provide learning opportunities throughout the students’ journey towards academic success.

SAC spearheads Taylor’s University’s commitment to holistic education by providing a platform for students to obtain formal recognition for their extracurricular involvement through the 2nd Transcript and the SHINE Award. Besides running workshops to equip students with soft skills that will prepare them for the workplace, SAC also creates opportunities for students to engage in experiential activities outside of the classroom.
Why Communication at Taylor’s?

1. **Dual Award**
   - Students will receive equal recognition and certification from both Taylor’s University and the University of the West of England (UWE), United Kingdom, with the option to transfer to UWE in the final year.

2. **Real Clients, Real Projects**
   - Our learning methodologies are strongly anchored in real-world practices as we encourage students to explore communication theories via workshops and real projects with real clients such as DiGi, da:men mall, Dutch Lady, EcoWorld, Escape Room and more.

3. **Propassion Communications**
   - proPassion Communications is a Public Relations (PR) consultancy managed by the final-year degree students which collaborates with local and international clients.

4. **Strong Industry Linkages**
   - Due to Taylor’s strong industry affiliations, our students are able to work with multinational and international companies across various industries during their industry placement. Our curriculum development is also up to date as it receives input from industry partners.

5. **Industry-Standard Facilities**
   - Students at Taylor’s Communication have access to the latest technology and state-of-the-art facilities.

6. **International Recognition**
   - Taylor’s Communication is an internationally well-respected and highly recognised centre for Media and Communication studies and has a strong foothold in two main areas, i.e. research and industry expertise.
Taylor’s Communication offers a dual award degree programme in collaboration with the Faculty of Arts, Creative Industries and Education, University of West of England (UWE). The partnership provides a truly global education in media and communication, instilling the best practices of both institutions.

A quality review committee, comprising academics from both institutions, is established for quality assurance and moderation of the standards of the programme, which includes curriculum and assessments.

Students will receive certification from both Taylor’s University and UWE upon completion of the degree.
Real Clients, Real Projects

You’ll be exposed to education that is heavily anchored in real-world practices, with workshops, projects, and student-run organisations like our very own PR consultancy proPassion Communications, which does public relations, marketing communications and event management for clients.

Students are also assigned to different tasks for projects, either on or off-campus. This not only allows them to experience different professional working environments but also provides exposure to specific tasks such as planning, budgeting, presentation, publicity and meetings.

Ensuring Taylor’s Communication is always updated with the latest developments and trends, we engage with numerous adjunct and visiting lecturers and speakers from reputable companies to conduct lessons to students.

- **Abu Baker Siddiq**
  Producer, Astro Shaw Sdn Bhd

- **Doris Lim**
  Radio DJ, 988FM

- **Dr Rohmad Fakeh**
  Deputy Director of Strategic Planning Section, Department of Broadcasting, RTM

- **Irene Jay Liu**
  News Editor Data, Thomson Reuters, Hong Kong

- **Lisa Wong**
  Tv Host, Media Prima

- **Prof Dina Iordanova**
  Professor of Film Studies, University of St Andrews, Scotland

- **Sandra Hanchard**
  Phd Researcher, Swinburne Institute for Social Research, Australia

- **Sean Lee**
  Radio DJ, 988FM

— **Dutch Lady Inspire Tomorrow Workshop**

Our students have integrated classroom learning with industry experience in the Dutch Lady Inspire Tomorrow Workshop, a CSR project for underprivileged children in orphanages and child welfare centers.
— EcoWorld Recruitment Video Competition

Over 100 broadcasting students from Taylor’s Communication had an exciting five months of competing in the EcoWorld’s Create Tomorrow and Beyond recruitment video contest. Having put their creative talents and technical skills to the challenge, our students won the RM5,000 cash prize and an opportunity to work in the industry to reproduce the winning video for commercial use.

— Video Production

Broadcasting students conceptualise ideas and produce programmes, demonstrating their ability to perform various tasks involved in TV production.

01 24 Hours in Terengganu Documentary Shoot 2015
02 Beyond Y (our) World Trip to Kota Kinabalu 2014
03 PEMANDU - United Against Crime Initiative 2013

— Shell FuelSave Campaign

Targeting university and college students, participants learn about fuel-saving and driving tips, through the “Target One Million” campaign.

— The InkSlingers

First published in 2003, The InkSlingers is Taylor’s University’s official and oldest student-run newspaper by Taylor’s Communication. The monthly publication features the latest events and happenings in and around the campus.
proPassion Communications

proPassion Communications is a Public Relations (PR) consultancy managed by the final-year degree students from Taylor’s Communication. The consultancy is a part of the “Public Relations and Events Consultancy” module in the Bachelor of Mass Communication (Hons) with Public Relations majors.

The services provided by proPassion Communications are:
- Public relations campaigns
- Branding campaigns
- Marketing communications
- Event management

List of Clients:
- Baskin Robbins
- Big Fish Media Sdn Bhd
- damen mall
- DiGi
- Dutch Lady
- Encorp Strand Mall
- Escape Room
- f3capital
- Mypartners Communications Sdn. Bhd.
- Shopee
- StarAsia (Malaysia) Sdn. Bhd.
- Sukhita
- Yubersports

Clients’ Testimonials

“Michael Chee
General Manager of ENCORP Strand Mall
The proPassion team did a good job for our official mall opening campaign, "Lights! Camara! Action!". We were impressed with the level of professionalism and the students’ ability to respond positively and swiftly to feedback.”

“Patrick Wee
Founder of YUBERACTIVE
The proPassion team was dynamic and fun, constantly making them a pleasure to work with on collaborative projects. During the launch of YUBERACTIVE,ASIA, the team put together an electrifying event showcasing their unique creativity. The level of commitment and energy the team brought to the events served well to demonstrate that they were certainly more than just a student-led consultancy—they were professionals.”

“YBhg Dato’ Victor Lo
COO of Escape Room
It has been a great opportunity to work with proPassion and I am extremely pleased with the work done by the students. They have all demonstrated a great deal of excellence towards their work. Well done!”
Strong Industry Linkages

Due to our strong industry affiliations, our students are also able to work with multinational and international companies across various industries during the compulsory internship programme, such as:

- **ADVERTISING**
  - ARC Worldwide
  - Bates Asia
  - Foetus International
  - Leo Burnett
  - McCann Erickson (Malaysia) Sdn. Bhd.
  - MindShare Malaysia
  - Ogilvy & Mather

- **JOURNALISM/EDITORIAL**
  - ACP Magazine
  - The Edge Communications Sdn. Bhd.
  - New Straits Times
  - The Star Publications

- **BROADCASTING**
  - Media Prima
  - Astro

- **EVENT MANAGEMENT**
  - Protemp Exhibitions Sdn. Bhd.
  - Roots Asia Pacific (M) Sdn. Bhd.

- **PROFESSIONAL BODY**
  - Institute of Public Relations Malaysia
  - International Association of Business Communicators
  - Centre for Independent Journalism

- **MEDIA CONSULTANCY**
  - GroupM
  - Group MAD
  - PHD Media

---

**Industry Advisory Panel**

Taylor’s Communication engages with notable industry professionals and experts that provide input on the relevance of our curriculum. Members of our Industry Advisory Panel (IAP) include:

- **Andreas Vogiatzakis**
  CEO, Omnicom Media Group

- **Azhar Borhan**
  General Manager,
  Business Development & Operations, Primeworks Studios

- **Girish Menon**
  CEO, GroupM

- **Janet Lee**
  Director & Trainer,

- **Jimmy Lim**
  General Manager,
  PHD Media Sdn. Bhd.

- **Patrick Wee**
  CEO, Group MAD

- **Ravindran Raman Kutty**
  Advisor, Strategic Communications,
  Northport (M) Sdn. Bhd.

- **Rachel Tan**
  Country Manager,
  Nom Nom Media Sdn. Bhd.

- **Robert Kay**
  CEO, Edelman Malaysia

- **Srikanth Ramachandran**
  Executive Director,
  Moving Walls Sdn. Bhd.

- **Tan Kien Eng**
  CEO, Leo Burnett Malaysia
Industry-Standard Facilities

01 Audio Recording Studio
The Studio is specifically designed for students to learn about audio production work. It comprises a studio and a panel control room, which is built with high quality acoustic materials that create a conducive environment for professional audio recording. Students will learn the essential principles of audio production and operating various audio equipment, to produce audio production work ranging from entertainment to drama, news and sports programmes.

02 TV Broadcast Studio
The million-dollar TV Studio is well equipped with broadcast studio cameras, digital consoles and lighting equipment specific for studio recording productions that are on par with international broadcasting industry standards. Besides hands-on training, students are groomed to develop essential skills from content developing to scriptwriting, casting, directing, producing and post-editing.

03 Video Editing Laboratory
This lab has 24 workstations which are well equipped with the latest Adobe Premier Version and Final Cut Pro that is in line with the current industry practices for video editing. Students will learn about editing for still and motion picture programmes like drama, news, documentary, entertainment, sports and as well as advertising and promotional materials for both the traditional media and new media.

04 Audio Editing Laboratory
The Audio Editing Laboratory has 18 workstations complete with Apple iMac and Pro-tools editing software that enable students to acquire the skills and knowledge in audio editing process.

05 Project Room
This project room is equipped with 16 workstations for students to work on their assignments.

07 Newsroom
The Newsroom is a real workstation created specifically for Journalism students to experience the working environment in a news media organization. Students will undertake a series of processes in news publication which include research, news reporting, editing and as well as publication layout design.
06 Adventure Arena
This is a dedicated workspace for students to brainstorm and develop innovative ideas through guided techniques taught by experienced lecturers. The whole workspace is designed with special wall and table surfaces for students to pen down their ideas.

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05 Project Room
This project room is equipped with 16 workstations for students to work on their assignments.

08 proPassion Consultation Suite
This consultation suite is specifically designed for students to experience the real life challenge of a Public Relations consultancy. Students will be expected to take on the role of a consultant in providing their expertise in the field of Public Relations to meet the needs or requirements of a real client from the industry.
International Recognition

Taylor’s Communication is an internationally well-respected and highly recognised centre for Media and Communication studies. Taylor’s Communication has a strong foothold in two main areas, i.e. research and industry expertise.

South East Asia Research Centre for Communication and Humanities

The South East Asia Research Centre for Communications and Humanities (SEARCH) is the research initiative by Taylor’s Communication. SEARCH is dedicated to the development of communication and the humanities in its broadest sense as an international and interdisciplinary field, in which various theoretical and empirical supplements complement each other.

Unlike many other research centres, SEARCH focuses strongly on organising conferences and publishing journals that contain scholarly works of academics from all over the world, including our own. Our research capabilities have been internationally recognised through SCOPUS – the world's largest abstract and citation database of peer-reviewed literature.

Our team of academicians regularly collaborates with international academicians and industry practitioners to enrich the body of knowledge, specialising in the key research areas of SEARCH.

In line with Taylor’s Communication student-centred curriculum which is strongly hinged on the Taylor’s Graduate Capabilities (TGC) initiative, students are given the opportunity to participate in various international programmes and activities, that serve to broaden their horizons and expose them to issues on a global context.

SEARCH Journal

Taylor’s Communication’s research capabilities received international recognition from academics and peers when the SEARCH Journal was indexed on SCOPUS, the world’s largest abstract and citation database of peer-reviewed literature.
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Symposiums and Conferences

Symposiums and conferences such as the SEARCH Symposia and the International SEARCH Conference held once every two years, bring together the best minds in the field of communications, noted industry practitioners, as well as students to exchange knowledge.

Student Mobility Programme

Taylor’s Communication collaborates with international institutions, through the Student Mobility programme.

Leveraging on our international partnerships, students can choose to either complete a semester abroad or opt for a short overseas study trip. We are also developing international internship placements, and partnerships with other universities in Asia Pacific, to enhance our students’ educational journey.

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Awards

Our students have garnered numerous awards and recognition over the years - reflecting the exposure and experience that our students gain while they undergo their education at SOC.

2016
Grand Prize and 3rd Prize in the KHIND Video Contest
Our students engaged with the youth market through KHIND's “Delivering Happiness” Video Contest.

2014
1st Runner Up in the Shell Fuel Save Campaign
Seven degree students performed in an integrated PR and Marketing competition via a social media campaign to promote fuel efficiency and safe driving tips. They also executed on-ground activation at AvenueK Shopping Gallery.

2013
1st Prize in the United Against Crime initiative
Diploma students won the short video competition organised by the Crime NKRA team and the Performance Management and Delivery Unit (PEMANDU), a division of the Prime Minister's Department.

2013
Champion in the Shell Fuel Save Campaign
Eight students conducted research, presented a plan and implemented their proposed campaign for two months to educate the next generation of drivers on fuel efficiency.

2014
Champions for Moving Walls Love Generator Challenge
Two teams, Diploma and Degree students respectively were winners for two special categories (AmBank for Youth and Malaysia’s Resume).

2015
Champion in the EcoWorld Recruitment Video Competition
Our degree students emerged as Champion in the EcoWorld’s Create Tomorrow and Beyond recruitment video contest 2015. The Champion award comes with a RM5,000 cash prize and an opportunity to work in the industry to reproduce the winning video for commercial use.
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2013
Champion in the Shell Fuel Save Campaign

2013
Champion, 1st & 2nd Runner Up in Petron Malaysia “Rentetan Kejayaan – A Journey of Triumphs and Milestones”

Eight students conducted research, presented a plan and implemented their proposed campaign for two months to educate the next generation of drivers on fuel efficiency.

Our students emerged as winners in the National Student Art & Photography Competition which aims to encourage the expression of creativity and instill the preservation of arts and culture amongst youth.

2014
Champions for Moving Walls Love Generator Challenge

Two teams, Diploma and Degree students respectively were winners for two special categories (AmBank for Youth and Malaysia’s Resume).

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Testimonials

Crystal Loh Wai Ching
Bachelor of Mass Communication (Hons) (Advertising)

Previously a Taylor’s World Class Scholar, Taylor’s University offers generous scholarships and financial assistance. Also, as Valedictorian of the Class of 2015, it has definitely been a journey of excellence with Taylor’s especially as alumni of the Taylor’s Communication.

Malik Ridhwan Bin Zaihan
Bachelor of Mass Communication (Hons) (Broadcasting)

The best moment during my study in Taylor’s was during my final year. I had the opportunity to intern at Astro AWANI and prove to them what Taylor’s graduates are made of which led me to secure my current job. On top of that, my final year broadcasting project was one of the best assignments where we did a 24-hour documentary shoot in Terengganu. What a way to end my degree in Taylor’s!

Trecia Tan Shu Hui
Bachelor of Mass Communication (Hons) Public Relations

We got a taste of what it’s like being a PR practitioner when we worked on a PR project under the school’s student consultancy, ProPassion Communications. By working with a real client and learning to build relations with the media, we gained a lot of useful knowledge and honed our communication skills. This practical experience has greatly enhanced my future career opportunities.

Ili Ruzanna
Bachelor of Mass Communication (Hons) (Broadcasting)

Studying Communication at Taylor’s University was an eye-opening experience. It made me realise my passion and I would not be where I am today without the guidance of the lecturers and the practicality and hands-on experience from the Broadcasting degree programme. I am grateful and cannot thank my lecturers and friends enough for all the support! (Ili is a winner of the Fly FM Flydol Star Search and is currently a Radio Announcer for Fly FM.)
Reference List

- Asia-Pacific Broadcasting Union
  www.abu.org.my

- Asia-Pacific Institute for Broadcasting Development
  www.aibd.org.my

- Association for Education in Journalism and Mass Communication (AEJMC)
  www.aejmc.org

- Association of Accredited Advertising Agents Malaysia
  www.aaaa.org.my

- Institute of Public Relations Malaysia
  www.iprm.org.my

- National Union of Journalists Peninsular Malaysia
  www.nujm.org/nuj/index.php

- International Association of Business Communicators
  www.iabc.com

- Centre for Independent Journalism
  www.cijmalaysia.org

- Marketing Agencies Association
  www.marketingagencies.org.uk
COMMUNICATION

Diploma in Communication (DICM)
Bachelor of Mass Communication (Hons)
Bachelor of Mass Communication (Hons) (Advertising)
Bachelor of Mass Communication (Hons) (Broadcasting)
Bachelor of Mass Communication (Hons) (Public Relations & Event Management)
Bachelor of Mass Communication (Hons) (Public Relations & Marketing)
EDUCATION PATHWAY

**SPM / O Level / Equivalent**

- Foundation in Communication (FICM) or Foundation in Arts (FIA) **1 Year**
- STPM / UEC / A Levels / SAM / SACE / CPU / IB / Equivalent **1-2 Years**
- Diploma in Communication (DICM) **2 Years**

**Advanced Standing into Year 2**

**3 Years**

- Bachelor of Mass Communication (Hons) or Bachelor of Mass Communication (Hons) (Advertising) or Bachelor of Mass Communication (Hons) (Broadcasting) or Bachelor of Mass Communication (Hons) (Public Relations & Event Management) or Bachelor of Mass Communication (Hons) (Public Relations & Marketing)

**Master of Communication**

Note: All Diploma programmes that meet the requirements of Degree programmes will have advanced standing.
DIPLOMA IN COMMUNICATION (DICM)

INTAKE: MARCH & AUGUST

This programme is designed to equip students with the knowledge and skills required to excel in the dynamic and rapidly-evolving communication industry.

After the first year, students are given the option to specialise in advertising, broadcasting, journalism or public relations, based on their knowledge and interest.

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48 Credit Hours

42 Credit Hours
**BACHELOR OF MASS COMMUNICATION (HONS)**

**KPT/JPS (R/342/6/0165) (MQA/FA0119) 02/21**

**Bachelor of Arts (Hons) Media & Journalism (UWE, UK)**

**DUAL AWARD**

This programme prepares students with the required skills of researching, writing, strategizing and effective executing of communication plans. Students will learn to plan, manage and implement a broad range of communication tasks for various sectors, with competencies, among others, in advertising, broadcasting, journalism and public relations related work.

### Primary Core

**Common Core**
- Introduction to Mass Communication
- Visual Communication
- Intercultural Communication
- Communication Theory
- Innovative Media
- Research Methods
- Media Writing
- New Media & Society
- Interactive Media
- Media Law & Ethics
- Final Project - Public Relations
- Consultancy / Public Relations Events
- Consultancy / Advanced TV Production / Advertising Campaign
- Professional Media Workshop
- Industrial Training

**Specialisation**
Choose ONE (1) of the options:

**Option 1: Broadcasting**
- Audience Studies
- Broadcasting Principles
- Writing for Broadcast
- Radio and TV Production
- Broadcast Performance
- Digital Storytelling and Production

**Option 2: Advertising**
- Principles of Marketing
- Advertising Principles
- Creative Copywriting
- Advertising Design & Execution
- Brand Management
- Media Strategy

**Option 3: Journalism**
- Photo Journalism
- Print News Reporting
- Creative Writing
- Reporting for New Media
- Newspaper and Magazine Production
- Radio and TV Reporting

**Option 4: Public Relations**
- Public Relations Principles
- Promotional Writing
- Publicity And Media Relations
- Crisis Management
- Organisational Communication
- Financial Public Relations

### University Core

- Community Service Initiative
- Hubungan Etnik / Malaysian Studies 3
- Life Skills for Success and Well-Being
- Millennials in Malaysia: Team Dynamics and Relationship Management
- Tamadun Islam dan Tamadun Asia / Bahasa Melayu Komunikasi 2

*Students are requested to take Bahasa Kebangsaan A if they do not obtain a Credit for Bahasa Malaysia in SPM.*

### Complementary Studies

**Choose ONE (1) of the packages below:**

**Minor**
Choose any Minor package* offered by Taylor’s University. Refer to the Complementary Study Guide for the list of Minor packages.

**Second Major**
Choose any Second Major package* offered by Taylor’s University. Refer to the Complementary Study Guide for the list of Second Major packages.

**Free Electives**
Choose any SEVEN (7) Free Electives* offered by Taylor’s University. Refer to the Complementary Study Guide for the list of Free Electives.

*Subject to availability
*Meet min. module pre & co-requisite

The Dual Award with UWE applies directly to all combinations of communications modules and communication Minors. For Minors from other fields, only the “Recommended Minors” listed in the ‘Complementary Study Guide’ will be directly eligible for the Dual Award. Other Minors may still be given the Dual Award but have to be considered on a case by case basis. This would be clarified in consultation with the School of Communication.
This programme is designed to equip students with theoretical knowledge, practical techniques and skills in creating, developing and executing good advertising strategy.

Students are encouraged to challenge conventions and seek new and unexpected solutions for every advertising opportunity. Students will also be exposed to hands-on training through industry-relevant facilities and practical learning and resolve challenges which arise while working on actual projects.

**Primary Core**
- Advertising Campaign
- Advertising Design & Execution
- Advertising Principles
- Brand Management
- Communication Theory
- Creative Copywriting
- Innovative Media
- Interactive Media
- Intercultural Communication
- Introduction to Mass Communication
- Media Law & Ethics
- Media Strategy
- Media Writing
- New Media & Society
- Principles of Marketing
- Professional Media Workshop
- Research Methods
- Visual Communication
- Industrial Training

80 Credit Hours

**University Core**
- Community Service Initiative
- Hubungan Etnik / Malaysian Studies 3
- Life Skills for Success & Well-Being
- Millennials in Malaysia: Team Dynamics and Relationship Management
- Tamadun Islam dan Tamadun Asia / Bahasa Melayu Komunikasi 2

*Students are requested to take Bahasa Kebangsaan A if they do not obtain a Credit for Bahasa Malaysia in SPM.

12 Credit Hours

**Note:**
- Primary Core + University Core + Extension = Min. 3 Years (120 Credit Hours)
- Primary Core + University Core + Minor = Min. 3 Years (120 Credit Hours)
- Primary Core + University Core + Second Major = Min. 3.5 Years (148 Credit Hours)
- Primary Core + University Core + Free Electives = Min. 3 Years (120 Credit Hours)

The Dual Award with UWE applies directly to all combinations of communications modules and communication Minors. For Minors from other fields, only the “Recommended Minors” listed in the ‘Complementary Study Guide’ will be directly eligible for the Dual Award. Other Minors may still be given the Dual Award but have to be considered on a case by case basis. This would be clarified in consultation with the School of Communication.
This programme is designed to expose students to the technical and practical aspects of broadcasting, enabling them to develop in-depth knowledge in production.

Students are encouraged to explore, present and express their talent in creative work across a broad spectrum of broadcasting areas, including script writing, multimedia creation, video shooting and editing, audio recording, directing and producing programmes to inform, entertain or shape society at large.

### Primary Core
- Advanced TV Production
- Audience Studies
- Broadcast Performance
- Broadcasting Principles
- Communication Theory
- Digital Storytelling and Production
- Innovative Media
- Interactive Media
- Intercultural Communication
- Introduction to Mass Communication
- Media Law And Ethics
- Media Writing
- New Media & Society
- Professional Media Workshop
- Radio and TV Production
- Research Methods
- Visual Communication
- Writing For Broadcast
- Industrial Training

### University Core
- Community Service Initiative
- Hubungan Etnik / Malaysian Studies 3
- Life Skills for Success & Well-Being
- Millennials in Malaysia: Team Dynamics and Relationship Management
- Tamadun Islam dan Tamadun Asia / Bahasa Melayu Komunikasi 2

*Students are requested to take Bahasa Kebangsaan A if they do not obtain a Credit for Bahasa Malaysia in SPM.

### Complementary Studies
Choose ONE (1) of the packages below:

#### Minor
Choose any Minor package* offered by Taylor's University. Refer to the Complementary Study Guide for the list of Minor packages.

or

#### Second Major
Choose any Second Major package* offered by Taylor's University. Refer to the Complementary Study Guide for the list of Second Major packages.

or

#### Free Electives
Choose any SEVEN (7) Free Electives* offered by Taylor's University. Refer to the Complementary Study Guide for the list of Free Electives.

*Subject to availability
*Meet min. module pre & co-requisite

### 80 Credit Hours

### 12 Credit Hours

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- Primary Core + University Core + Extension = Min. 3 Years (120 Credit Hours)
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The Dual Award with UWE applies directly to all combinations of communications modules and communication Minors. For Minors from other fields, only the "Recommended Minors" listed in the "Complementary Study Guide" will be directly eligible for the Dual Award. Other Minors may still be given the Dual Award but have to be considered on a case by case basis. This would be clarified in consultation with the School of Communication.
**INTAKE: MARCH & AUGUST**

This programme prepares students with skills and knowledge in public relations and event management in the digital age.

This programme aims to produce communication strategists who are able to elevate the image and competitive edge of an organisation through well-integrated PR plans and event campaigns. Students are encouraged to challenge viewpoints, explore creative ideas and concepts, and examine issues from many different perspectives.

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### Core Modules

- Communication Theory
- Crisis Management
- Design for Events
- Entertainment Management
- Event Marketing
- Event Risk Management and Safety
- Events Operation
- Exhibition Management
- Financial Public Relations
- Innovative Media
- Interactive Media
- Intercultural Communication
- Introduction to Events & Meetings
- Introduction to Mass Communication
- Media Law and Ethics
- Media Writing
- New Media & Society
- PR Events Consultancy
- Professional Media Workshop
- Promotional Writing
- Public Relations Principles
- Publicity and Media Relations
- Research Methods
- Special Events and Festivals
- Visual Communication
- Industrial Training

### Electives

Students are required to choose any 2 Electives according to the modules offered in that particular semester.

- Entrepreneurship and Small Business
- Film Studies
- Illustration & Visual Narrative
- Introduction to Management
- Mobile Applications Development
- Performing Arts
- Photography

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**NOTE:**

* The Ministry of Education (MOE) requires all students to take Mata Pelajaran Umum (MPU) (i.e. General Studies) which is categorised under U1, U2, U3 and U4 within the duration of their studies. U1 modules are prescribed by MOE whereas U2, U3 and U4 modules are from a list of University Core Modules (UCM) prescribed as per the Programme Guide.
  - MPU (U1) (U1A)
  - MPU (U1) (U1B)
  - MPU (U2)
  - MPU (U3)
  - MPU (U4)
This programme exposes students to skills and knowledge that prepare them to become strategic public relations practitioners with a marketing mindset.

Through this programme, students will be able to effectively conceptualise and strategise a corporate communication plan for the benefit of the organisation’s business development and also to engage in problem analysis, strategic planning, message development and tactical solutions for the organisation.

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**Core Modules**
- Brand Management
- Communication Theory
- Consumer Behavior
- Contemporary Issues in Marketing
- Crisis Management
- E-Marketing
- Innovative Media
- Interactive Media
- Intercultural Communication
- Introduction to Management
- Introduction to Mass Communication
- Media Law and Ethics
- Media Writing
- New Media & Society
- Principles of Marketing
- Professional Media Workshop
- Promotional Management
- Promotional Writing
- Public Relations Consultancy
- Public Relations Principles
- Publicity and Media Relations
- Relationship Marketing
- Research Methods
- Visual Communication
- Industrial Training

**Electives**

Students are required to choose any 2 Electives according to the modules offered in that particular semester.

- Entrepreneurship and Small Business
- Film Studies
- Illustration & Visual Narrative
- Mobile Applications Development
- Performing Arts
- Photography

**NOTE:** The Ministry of Education (MOE) requires all students to take Mata Pelajaran Umum (MPU) (i.e. General Studies) which is categorised under U1, U2, U3 and U4 within the duration of their studies. U1 modules are prescribed by MOE whereas U2, U3 and U4 modules are from a list of University Core Modules (UCM) prescribed as per the Programme Guide.

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3-Year Programme
INTAKE: MARCH & AUGUST

BACHELOR OF MASS COMMUNICATION (HONS)
(PUBLIC RELATIONS & MARKETING)

KPT/JPS (R/342/6/0166) (MQA/FA0122) 04/21
Bachelor of Arts (Hons) Journalism & Public Relations (UWE, UK)

DUAL AWARD

• Brand Management
• Communication Theory
• Consumer Behavior
• Contemporary Issues in Marketing
• Crisis Management
• E-Marketing
• Innovative Media
• Interactive Media
• Intercultural Communication
• Introduction to Management
• Introduction to Mass Communication
• Media Law and Ethics
• Media Writing
• New Media & Society
• Principles of Marketing
• Professional Media Workshop
• Promotional Management
• Promotional Writing
• Public Relations Consultancy
• Public Relations Principles
• Publicity and Media Relations
• Relationship Marketing
• Research Methods
• Visual Communication

Students are required to choose any 2 Electives according to the modules offered in that particular semester.

• Entrepreneurship and Small Business
• Film Studies
• Illustration & Visual Narrative
• Mobile Applications Development
• Performing Arts
• Photography

Electives
Core Modules

NOTE:
* The Ministry of Education (MOE) requires all students to take Mata Pelajaran Umum (MPU) (i.e. General Studies) which is categorised under U1, U2, U3 and U4 within the duration of their studies. U1 modules are prescribed by MOE whereas U2, U3 and U4 modules are from a list of University Core Modules (UCM) prescribed as per the Programme Guide.

- MPU (U1) (U1A)
- MPU (U1) (U1B)
- MPU (U2)
- MPU (U3)
- MPU (U4)

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