

new **BACHELOR OF ARTS
(HONOURS) DIGITAL MEDIA**



new

BACHELOR OF ARTS (HONOURS) DIGITAL MEDIA

The Bachelor of Arts (Honours) Digital Media programme liberates the concept of digital and new media, providing students with a hands-on learning experience of being in the new media space.

Through courses that provide an in-depth understanding of the phrase “New Mass Communication”, the programme aims to produce digital and new media professionals who are innovative, responsible, and capable of promoting change in the world of content services.

Career opportunities

Digital Media Photographer, Video Editor, Social Media Specialist, Digital Content Creators, Digital Advertisers, Digital PR Professionals, Digital Storyteller

Offered at

INTI International University
(N/0323/6/0010)/(07/28)(MQA/PA15941)

Intake(s)

JAN, MAY & AUG

Duration

3 Years

Programme Structure

Year 1

- Academic Writing
- Media Ethics
- Digital Images
- Digital Media and Society
- Digital Storytelling
- Introduction to Advertising
- Introduction to Broadcasting
- Introduction to Digital Media
- Introduction to Journalism
- Introduction to Mass Communication
- Principles of Public Relation

Year 2

- Advanced Photography
- Data Journalism
- Digital Event Management
- Digital Methods
- Digital Publicity and Media Relations
- Interactive Advertising
- Strategic Digital Communication

Year 3

- Advanced Video Production
- Development Communication in the Digital Era
- Digital Media Management
- Digital Portfolio 1
- Digital Portfolio 2
- Digital Post Production
- Documentary Film Production

Internship

Electives (choose two)

- Animation Creativity
- Foundations of Business
- Foundations of Marketing
- Radio and Podcast
- Web Design and Development with Multimedia

MPU subjects

1. Compulsory

- Appreciation of Ethics and Civilisations (Local Students) / Communicating in Malay 2 (International Students)
- Philosophy and Current Issues
- Integrity and Anti-Corruption
- Community Service
- Bahasa Kebangsaan A*

2. Electives (choose one)

- Corporate Social Responsibility
- Design Thinking
- Presentation Skills

**for Malaysian students who do not have credit in SPM BM*

ENTRY REQUIREMENTS

- STPM – Grade C (CGPA 2.00) in any two subjects and a credit in English at SPM level
- STPM – Pass STAM with minimum grade of Jayyid and a credit in English at SPM level
- Diploma – Diploma in Media and Communication or in related fields with minimum CGPA of 2.00 and a credit in English at SPM level
- Matriculation/Foundation – Completion of Matriculation/Foundation programme or its equivalent with minimum CGPA of 2.00 and a credit in English at SPM level
- Others – Equivalent qualifications as recognised by the Malaysian Government
- English Language Requirements – IELTS 5.0 / TOEFL 500 or its equivalent (for International Students)

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