

Facilities

- Anatomy and Pathology Resource Centre
- Biotechnology Lab
- **Beyond Books** – Bookstore
- **Buzz Hub** – Multimedia Studio
- Clinical Skills Lab
- Counselling Space
- **Edu Hub** – Modern Teaching and Learning Studio
- **Envee** – Fine-Dining Restaurant
- **Inno Hub** – In-House Technology Incubator
- **Kids Hub** – Early Childhood Education Simulation Room
- **Mind Hub** – Psychology Lab
- Pharmaceutical Production Pilot Plant
- Quest Community Pharmacy
- Quest English Language Centre
- Student Lounge
- Sustainable Agri-Research Farm
- **The Curve** – Smart Classroom

Student Services

Student and Career Counselling

Our counsellors are available to help students with academic and/or personal concerns. Students at QIU will be given personalised attention to assist them in meeting their academic needs and career goals.

Assistance with Accommodation

QIU will help students with their accommodation arrangements, ensuring they have an enjoyable, hassle-free university experience.

Mentorship Programmes

Our students are not only taught academic courses but also mentored to excel in their future careers and become responsible citizens who contribute to the betterment of society.

Hostel Accommodation

QIU provides hostel accommodation for students who yearn to experience independent life in a secure, comfortable environment. Nestled in the lush Kinta Valley, our condominium units each house 4 or 6 occupants and offer students the option of staying in a single or twin-sharing room.

We also provide transport between the hostel and University campus. Security checkpoints are installed outside each unit as part of the 24-hour surveillance system operated by QIU-appointed personnel.

- 24-Hour Security
- Free Internet and Wi-Fi
- Outdoor Playground and Swimming Pool



QIU

QUEST INTERNATIONAL UNIVERSITY



CURIOUS ABOUT HOW TO BECOME A COMMUNICATION CHAMPION?

Explore Communication @ QIU
Become Cool, Creative, Connected

Bachelor of Corporate Communication (Honours) JPT/BPP(MQA/FA4518)09/24

The **Bachelor of Corporate Communication (Honours)** programme provides students with a solid foundation in communication concepts, managerial practices, as well as strategic planning skills, media handling and public relations in an organisational context, to help them meet real-world scenarios and overcome future challenges. Besides learning key theories and relevant concepts that

cover important aspects of corporate communication, they will also be given the opportunity to apply their knowledge in the corporate world. This programme allows students to learn while engaging in hands-on exercises and assessments guided by our experienced lecturers and industry experts.

Bachelor of Mass Communication (Honours) Advertising JPT/BPP(MQA/FA4516)03/27

The **Bachelor of Mass Communication (Honours) Advertising** programme aims to address the demand for up-and-coming specialists by training them to excel in the advertising industry. Those pursuing this course will be exposed to theoretical knowledge, practical skills, and develop critical and creative practices and strategies for real-life

applications. This programme promotes students' creativity and encourages bold and innovative approaches. We offer practical training using industry-relevant facilities and up-to-date curriculum content designed to integrate problem-solving, creativity, and analytical and critical-thinking skills.

Bachelor of Mass Communication (Honours) Journalism JPT/BPP(MQA/FA4517)01/27

The Bachelor of Mass Communication (Honours) in Journalism programme has been carefully designed with inputs from industry experts and scholars to produce passionate aspiring journalists who meet market demands and stay ahead of the competition. Students will be exposed to a variety of journalistic writing and reporting

that include conducting research and investigations. They also learn to evaluate and present critical information for both market and societal needs. Key communication theories combined with a comprehensive student-centred curriculum make learning at QIU the best possible experience.



Intakes
April, July
October



Duration
Full-Time | 3 Years
Part-Time | 5 Years



Modes of Study
Full-Time
Part-Time



Mode of Delivery
Face-to-Face Learning



Assessment
Individual Assignments | Group Assignments

Communication @ QIU



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Minimum Entry Requirements

Sijil Tinggi Persekolahan Malaysia (STPM)

A pass in STPM with a minimum Grade C (GP 2.00) in any two (2) subjects and a credit* in English at the SPM level or its equivalent.

Sijil Tinggi Agama Malaysia (STAM)

A pass in STAM with a minimum achievement of *Jayyid* and a credit* in English at the SPM level or its equivalent.

A Levels

Passes in two (2) subjects and a credit* in O Level English or its equivalent.

Unified Examination Certificate (UEC)

Grades B and above in five (5) subjects, including English.

Matriculation / Foundation

A minimum CGPA of 2.00 and a credit* in English at the SPM level or its equivalent.

Diploma

A minimum CGPA of 2.00 and a credit* in English at the SPM level or its equivalent; **OR** A Diploma in Media and Communication.

Diploma Kemahiran Malaysia (DKM) / Diploma Vokasional Malaysia (DVM) / Diploma Lanjutan Kemahiran Malaysia (DLKM)

A minimum CGPA of 2.50 **OR** A minimum CGPA of 2.00 with at least two (2) years' work experience in a related field.

Other Qualifications

Other equivalent qualifications recognised by the Government of Malaysia.

**The requirement for a credit in English at the SPM level or its equivalent may be waived if a higher qualification includes English with an equivalent / higher achievement.*

International Students—English Proficiency Requirement:

6.0 in IELTS

OR

Band 4 in MUET

OR

its equivalent.

Programme Content

General Studies Subjects

- Philosophy and Current Issues / Bahasa Melayu Komunikasi 2 (U1)
- Penghayatan Etika dan Peradaban
- Bahasa Kebangsaan A / Communication Skills (U2)
- Media Community (U3)
- Community Service (U4)

University Courses

- English for Academic Purposes
- Devices, Networks, and Applications
- Disciplined Entrepreneurship
- Design Thinking
- Co-Curricular Activities

Compulsory Courses

Bachelor of Corporate Communication (Honours)

- Introduction to Corporate Communication
- Mass Media and Society
- Communication Theory
- Scripting for Media
- Elective 1 – Sociology / Introduction to Journalism
- Persuasive and Strategic Communication
- Marketing Communication
- Rhetoric, Articulation, and Persuasion
- Media and Consumer Analytics
- Elective 2 – Social Psychology / Digital Photography and Videography
- Personal Image Management
- Corporate Writing
- Media Law and Ethics
- Visual Communication
- Event Management
- Communication Research
- Introduction to Brand Management
- Media Psychology
- Crisis Management
- Media Relations and Publicity Strategies
- Globalisation and Communication
- Research Project I
- Corporate Social Responsibility
- Managerial Communication
- Innovative Media
- Research Project II
- PR Issues and Campaigns
- Corporate Identity Management
- Industrial Training

Bachelor of Mass Communication (Honours) Advertising

- Creative and Critical Thinking
- Mass Media in Society
- Communication Theory
- Scripting for Media
- Elective 1 – Introduction to Corporate Communication / Introduction to Journalism
- Sociology
- Persuasive and Strategic Communication
- Marketing Communication
- Rhetoric, Articulation, and Persuasion
- Media and Consumer Analytics
- Social Psychology
- Digital Photography and Videography
- Media Law and Ethics
- Creative Writing for Media
- Visual Communication
- Event Management
- Communication Research
- Introduction to Brand Management
- Media Psychology
- Advertising Principles
- Globalisation and Communication
- Research Project I
- Strategic Media Planning
- Innovative Media
- Research Project II
- Brand Identity Design
- Advertising Campaign
- Industrial Training

Bachelor of Mass Communication (Honours) Journalism

- Introduction to Journalism
 - Introduction to Digital Photography
 - Reporting and Editing for Media
 - Specialised Journalism
 - Feature Writing in the Digital Age
 - Creative Writing for Media
 - Introduction to Digital Videography
 - Data Journalism
 - Investigative Journalism
 - Broadcast and Digital Journalism
 - Politics and The Media
 - Photojournalism
 - Convergence Journalism
 - Digital Newspaper and E-Magazine Production
 - Mass Media in Society
 - Communication Theory
 - Marketing Communication
 - Rhetoric, Articulation, and Persuasion
 - Media and Consumer Analytics
 - Media Law and Ethics
 - Event Management
 - Media Psychology
 - Communication Research
 - Research Project I
 - Research Project II
 - Globalisation and Communication
 - Industrial Training
 - Visual Communication
- ELECTIVES**
- Social Psychology
 - Sociology

Why Choose QIU?

Experiential



Apply communication concepts to real-world projects. Students have the opportunity to work with actual clients in designing advertising campaigns and marketing communication projects under QIU's own student-run advertising agency: Ad.U.

Enrichment



Master communication using Buzz Hub, our state-of-the-art multimedia studio.

Excellence



Develop strategic and creative skills.

Engagement



Work with the community and industry to promote personal enrichment and networking skills. Students have the opportunity to collaborate with industry experts by conceptualising and executing various events.

For instance, they can organise personal image management workshops to create better impressions of both professional and personal images, together with corporate social responsibility (CSR) and corporate philanthropy (CP) programmes, to improve the lives of disadvantaged communities.

Experts



Learn from our many qualified and passionate lecturers who prepare students for life beyond the classroom. Our programmes are designed with input from industry experts and veteran academics.